July 1985

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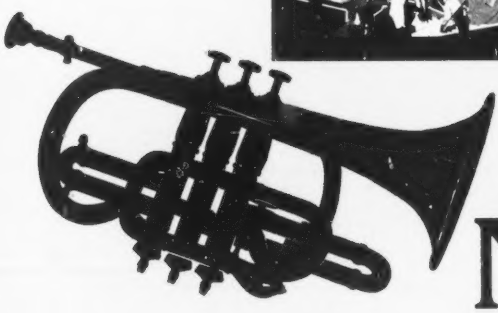

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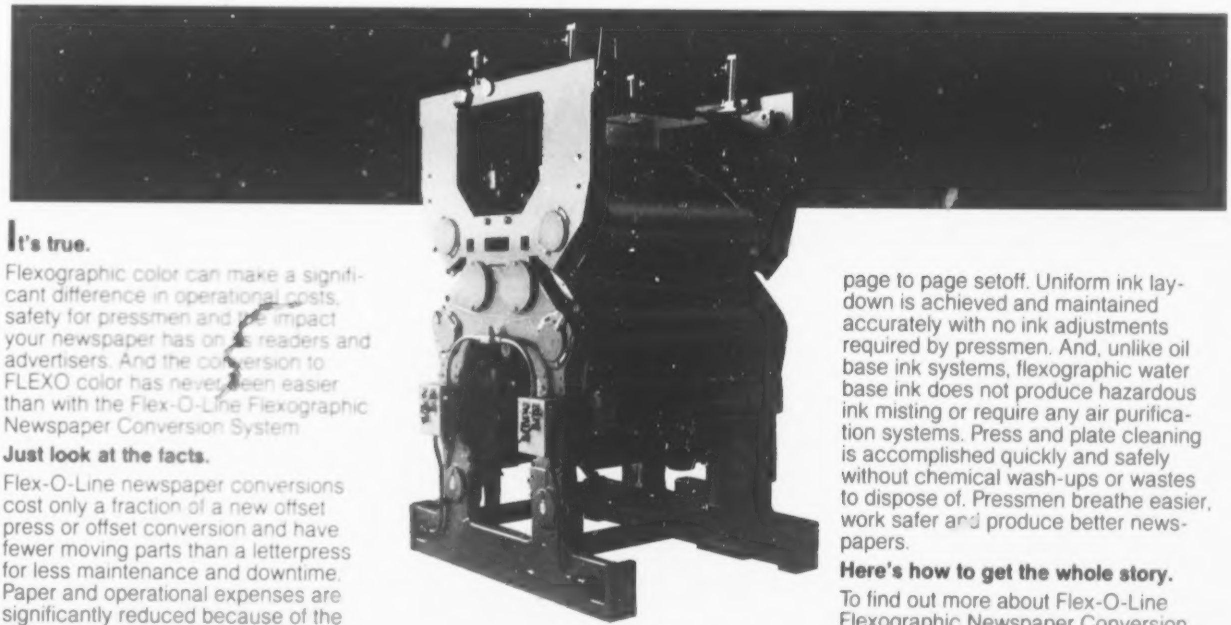

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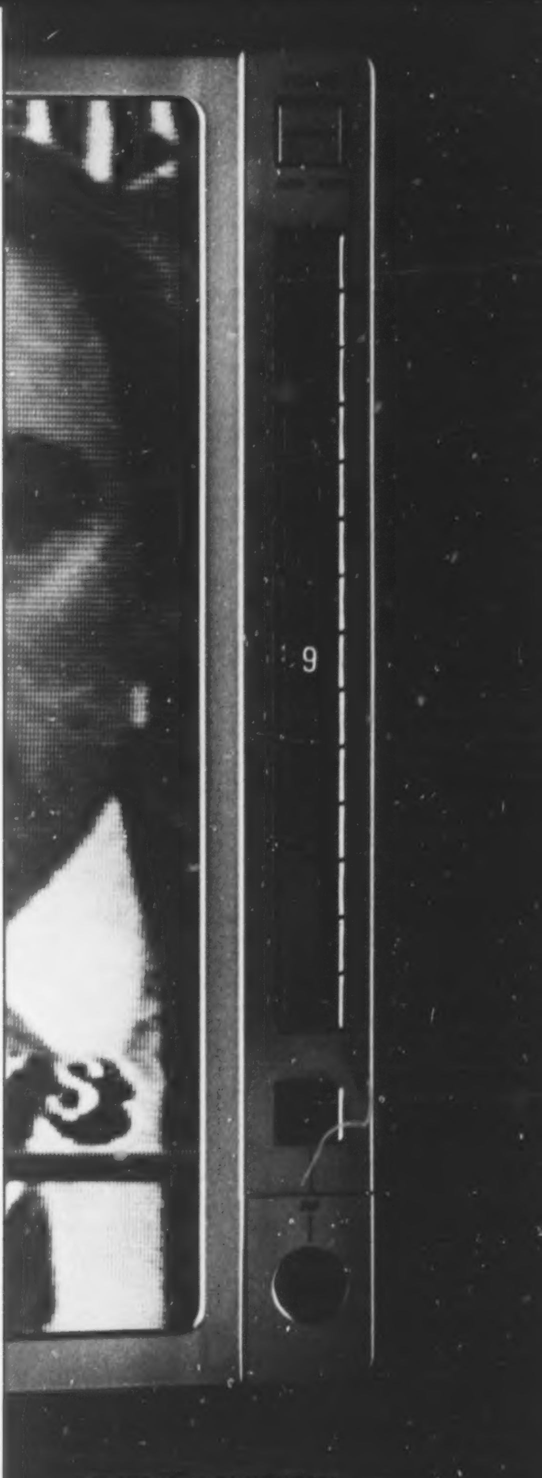

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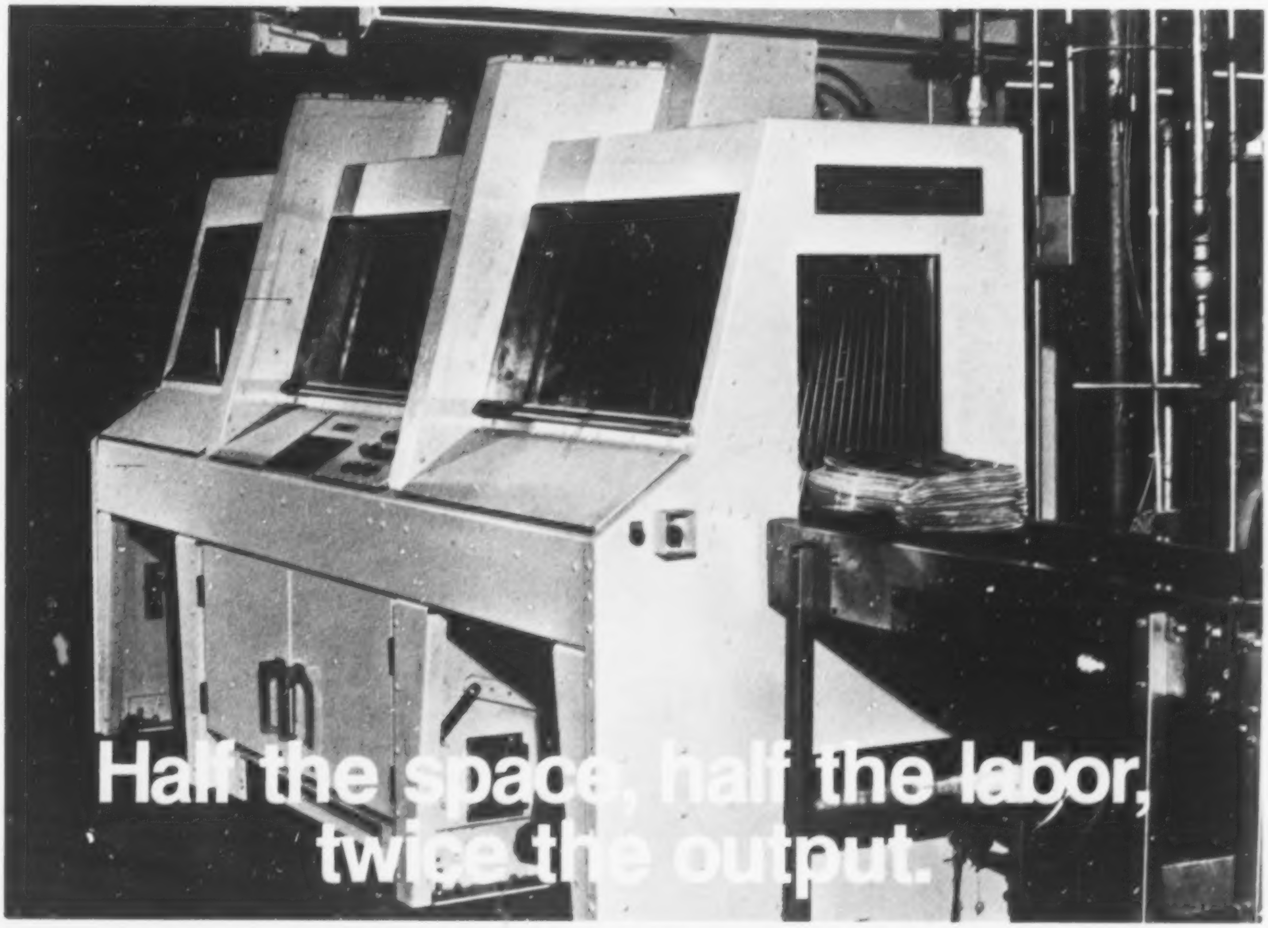

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Conference Report *It was the biggest ever and, in deference to the setting, maybe the "jazziest." The 1985 ANPA Operations Management Conference & Exposition, "Countdown '90s, Demand$—Decision$—Direction$," was so big it took two halls in New Orleans to contain it. On the exhibition floors, there were technological advances in every direction. In the general sessions and symposiums, there was some frank talk from advertisers, vendors and newspaper people. Read all about the Crescent City Conference—in 26 pages of day-by-day coverage.* **26**

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CHAIRMAN'S CORNER

A reminder to the Postal Service about its responsibilities to users

A postal network to bind the country together was in place long before Americans even knew they were about to become Americans. Even before the nation's independence, widespread service helped us stay in touch, educate ourselves, sell our products and move our goods.

Until 1970, this service was controlled directly by Congress—and its management typified the old saying that a camel is a horse designed by committee. After the postal strike in 1970, Congress—somewhat reluctantly—relinquished direct control over postal rate-setting and management.

Richard J. V. Johnson

It spun off the old Post Office Department into a U.S. Postal Service and admonished it to operate in a business-like fashion. But USPS also was directed to remain a public service, to continue to provide those time-honored communication ties a democracy requires. Its primary trust was a government-granted monopoly over first-class mail.

The rates for that first-class, monopoly mail have gone up and up—from 6 cents in 1970 to 22 cents as of this year. Most other rates have gone up as well, as users of second-class, newspaper mail, well know.

But the triumvirate of current rate-setters—Postal Service management, Postal Rate Commission and USPS Board of Governors—have treated third-class mail very differently; they have contended that artificially *low* prices are needed to stimulate volume.

ANPA has been asking for somewhat higher, fairer rates for third-class, which pays less now than in 1979. This bargain is covered by other mailers, including the American citizen who pays for the 22-cent stamp. And as this unfair rate system drains the consumer, it puts a government thumb on the competitive scale for newspapers.

Even though dressed in business garb, USPS remains a government service, with awesome power to distort the market. Fair rates, responsible pricing and a sensitivity to monopoly power over consumer mail are not only essential to USPS's survival, they are required by law.

The USPS Board of Governors seemed to hear ANPA in December when new rates were announced. It promised to review the huge volume increase of third-class mail and the rates responsible for it. So far nothing has happened.

The new postmaster general has a reputation for customer service, and ANPA will continue to remind him, as well as the rate-setters, that the first customer is the public. ANPA is pledged to seek a new balance in the postal rate structure. We don't intend to give up.

Dick Johnson

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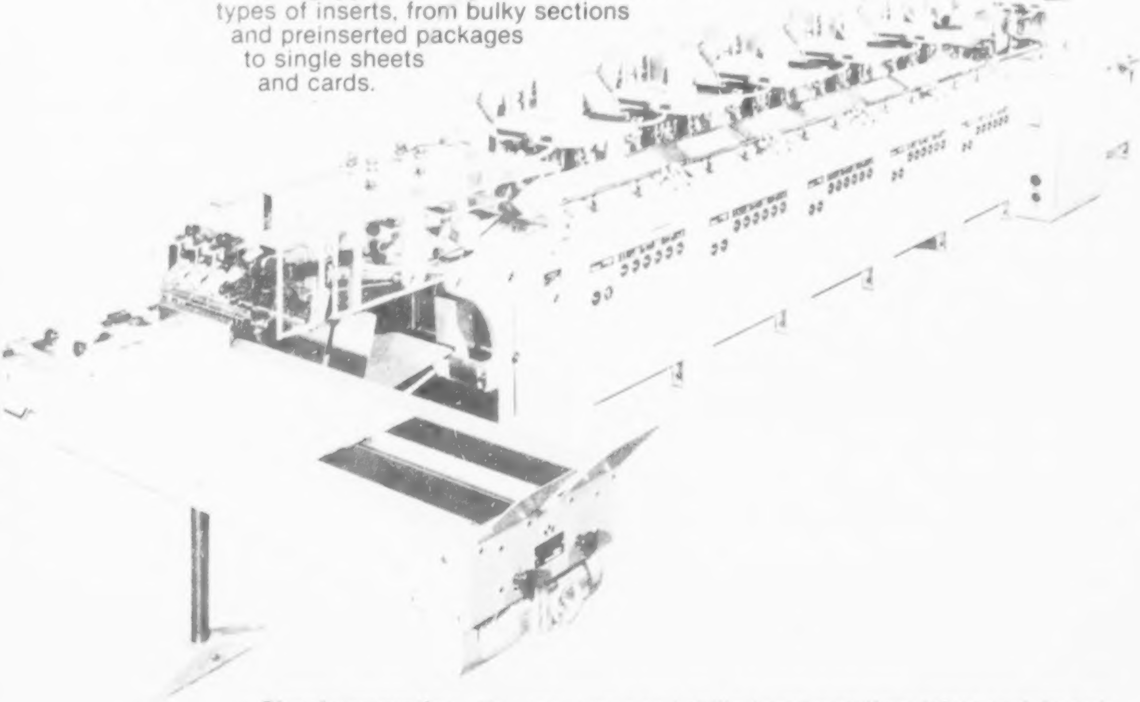

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SIDE EFFECT OF SUCCESS

Media firms move

BY BARBARA J. FRIEDMAN
presstime staff writer

Amid growing interest in media stocks, many publicly traded companies in the newspapers business are stacking the deck against unfriendly buyers.

In two years, six of the companies have proposed or, after a shareholder vote, added anti-takeover provisions to corporate bylaws. Another company—the Evening News Association, publisher of The Detroit News—has used a Michigan law to nip a possible takeover attempt in the bud.

Some of the anti-takeover strategies are as simple as staggered terms for directors that make it harder for a buyer to win control of the board. Others are as complex as Dow Jones & Co.'s plan to issue present owners a new, 10-votes-per-share stock.

At least four of the companies have adopted so-called fair price amendments designed to prevent shareholders who sell out early from receiving a better deal than those who tender their shares later.

Besides Dow Jones, companies that have proposed or adopted anti-takeover measures include Affiliated Publications Inc. of Boston, which owns The Boston Globe; the Tribune Co. of Chicago; A.H. Belo Corp. of Dallas, which publishes The Dallas Morning News; Gannett Co.; and Knight-Ridder Newspapers Inc. of Miami.

Also, Cowles Media Co. of Minneapolis, publisher of the Star and Tribune there, has fortified a voting trust designed to assure family control through the year 2000. Several months ago, enough Cowles heirs favored the piecemeal sale of the Des Moines Register and Tribune Co. to begin that company's liquidation.

Family ties. Soaring media stock prices, family disagreements and the dispersal of stock among people who are generations removed from newspapering sometimes encourage shareholders to sell.

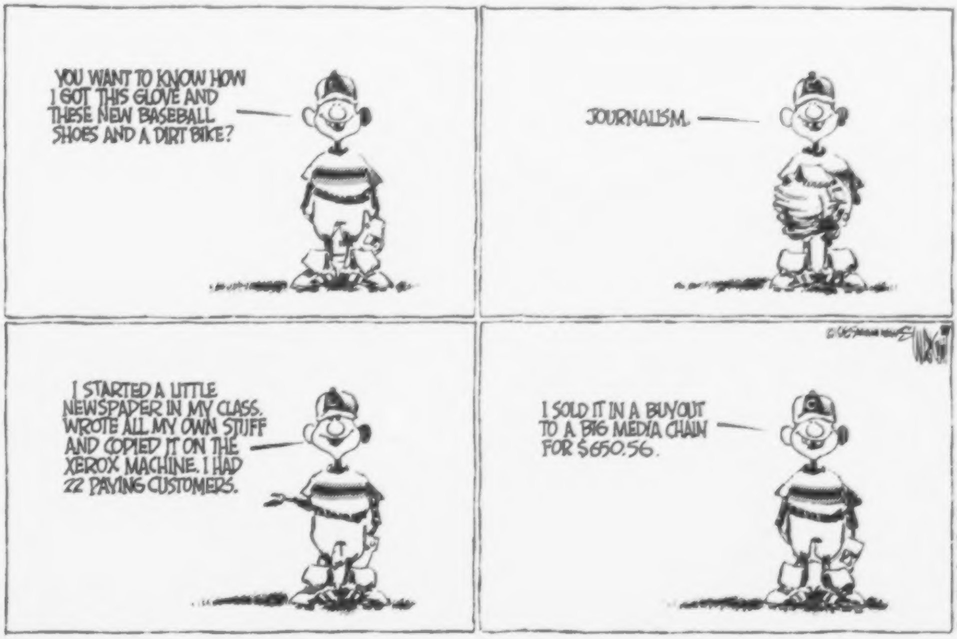
So far this year, an unhappy stockholder in Cowles Media sold his 17-percent block to The Washington Post Co. Gannett, which bought the Register and Tribune's four newspapers, also purchased the Des Moines company's 14 percent share of Cowles Media.

In Kentucky, Sallie Bingham, a member of the family that owns The Courier-Journal and The Louisville Times, has hired an investment banker to sell her 18 percent of the parent company.

At Cowles and many companies building defenses, heirs of the founding families retain majority control. Still, management and directors, who frequently include large stockholders, have been unwilling to rely solely on family dominance over a single class of stock to fend off unwanted buyers.

Many of the provisions aim at keeping control of the board of directors, often a company's most effective court of last resort.

For years, The Washington Post Co. and The New York Times Co. have had two classes of common stock. The Graham family and the Ochs trust have majority control of the class that elects a majority of the directors at the Post and Times, respectively. At Park Communications Inc., chairman Roy H. Park has an ironclad defense in his control of about 90 percent of the stock.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I SOLD IT IN A BUYOUT TO A BIG MEDIA CHAIN FOR $650.56.

Don Wright, The Miami News © 1985

If a company can defeat a bid to replace directors, a buyer's only recourse is an appeal to shareholders. In most companies that own newspapers, a successful appeal requires convincing at least some of the founder's descendants to sell.

"As long as the family remains cohesive, no corporate raider can raid," says John Morton, a newspaper analyst at the brokerage firm of Lynch, Jones & Ryan in Washington, D.C. He says the defenses appearing in these companies' bylaws are security for a time when "families might not have the degree of control as now."

But even family control at Dow Jones has not prevented a lawsuit intended to stop the company from issuing the new class of stock. A major Gannett shareholder made his opposition known in

to prevent takeovers

April to then-proposed, but subsequently adopted, anti-takeover measures.

And institutional investors with fiduciary responsibilities to pension funds and bank trust departments can also be a source of opposition to anti-takeover measures.

Catherine C. Henn, corporate counsel of Affiliated Publications, says those investors are concerned about anything that can affect the stock price beyond the market's normal workings. She says the anti-takeover measures approved by Affiliated's shareholders, which include two large family trusts, were viewed as "even handed" and did not encounter "a great deal of opposition from the investment community."

Broadcasting binge. In recent months, the acquisition fever running high in other industries has spilled over into the media business, especially the broadcast side. And companies that own newspapers often own television stations—properties on a par with diamonds these days in Wall Street's view.

While newspaper purchases have occurred at a quick clip this year [presstime, April 1985, p. 10], the deals making the headlines have tended to revolve around broadcasters.

J. Kendrick Noble Jr., a media analyst at PaineWebber Inc., suggests the wave of acquisitions in the media business are "scaring people." Commenting on anti-takeover measures, he says, "Why take a chance when they don't have to? Why not shore things up while they have 'the chance?"

Capital Cities Communications' purchase of ABC, Turner Broadcasting's gambit to capture CBS and K. Rupert Murdoch's plunge into the U.S. broadcasting market [presstime, June 1985, p. 94] have focused on the media business the intense publicity once lavished on microelectronics and oil.

Other developments in broadcasting have included the successful bid by Cox Enterprises Inc., a family-owned newspaper company, to obtain majority control over publicly held broadcaster Cox Communications Inc.

There has also been a ruckus at Storer Communications Inc., a cable and broadcast TV firm, arising from stockholder discontent. Storer received a bid from Knight-Ridder, Scripps Howard and Tele-Communications Inc. While a top Knight-Ridder official has said the bid is "on the table," Storer appears ready to leave it there.

At Multimedia Inc. in Greenville, S.C., the offers for buying or recapitalizing the broadcasting and newspaper company have come from as near as an internal management-led group and from as far as Lorimar Inc., a California television production company.

While most of the purchases or offers have been among willing buyers and sellers, some have had unfriendly overtones, and some such as Turner's bid are outright hostile.

Such attacks are a far cry from usual dealings in the newspaper business. In acquiring newspapers, companies generally "don't make unfriendly moves on one another," analyst Morton says. The exceptions have been Dow Jones' unsolicited offer for the Register and Tribune Co. last year, and the 1976 purchase of Booth Newspapers by Newhouse Newspapers, he says.

But generally, the industry has been a fraternity, and the only bidders for newspapers have come from within, Morton says. He suggests one motive for anti-takeover defenses are fears that a corporate raider like T. Boone Pickens or a company like Mobil Oil Corp. might try to buy into the business.

The defenses. Belo President Robert W. Decherd, commenting on the adoption of anti-takeover defenses, says, "The newspaper and broadcast industries came to it a little late" compared with some other industries.

Some of the logic of boosting stock prices underlay Knight-Ridder's purchase of 3.5-million shares in recent years.

Robert F. Singleton

Belo was "sensitive to the trend" and believed it made sense to propose defenses while the company could muster the two-thirds of the shares required for approval. Some "politicking" among investors helped management "corral those shares," he says.

The strategies for fighting off unwanted buyers can range from buying back publicly traded shares to its near inverse—authorizing directors to multiply greatly the shares outstanding.

Morton says some stock buybacks can be a defensive move. But the recent purchase of shares by The Washington Post Co. and Knight-Ridder, he says, were merely good investments. And buybacks can result in higher stock prices that indirectly make companies less attractive as takeover targets.

With fewer shares outside a company's treasury, profits are spread over a smaller base. Even should profits stay flat, the per-share amount rises. One result is often a higher stock price.

Robert F. Singleton, Knight-Ridder senior vice president/finance, says some of that logic was the basis for the company's purchase of 3.5 million of its shares in recent years and the board's authorization of the buyback of 2 million more. Also, he says, the stock was bought as an investment.

In addition, Knight-Ridder recently purchased from the Knight estate 9.5-million shares, which were expected to be sold after the estate was settled. The stock was bought with a borrowed $332 million—debt that makes Knight-Ridder less tempting to a corporate raider. That was not the intent, but it was "clearly" part of the results, says Frank N. Hawkins Jr., Knight-Ridder, vice president and director for corporate relations.

At The Washington Post Co., Martin Cohen, vice president, finance, says the purchase of Post stock was not a defensive move.

Meanwhile, Tribune Co. shareholders recently approved an amendment authorizing the tripling of the shares outstanding to 150 million. If a hostile buyer were trying to gain control, the board could issue new shares and dilute any existing stake. The company's proxy statement describing the proposal also notes that Tribune bylaws already provide for staggered terms for directors.

The Tribune Co. has noted it has no plans to issue new common stock except possibly for employee benefit plans.

Some of the other anti-takeover measures at companies owning newspapers are:

- At Affiliated Publications, shareholders last year approved staggered terms for directors and a fair price amendment.
- At Gannett, shareholders May 21 approved—in addition to a fair price amendment—staggered terms for directors.

Two days later, Gannett Chairman Allen H. Neuharth applauded the stockholders in full-page advertisements appearing in USA Today, 85 Gannett newspapers and four major metropolitan dailies.

- Dow Jones directors and shareholders have approved a new 10-vote per share class of B stock. Under the plan, existing shareholders get one share of B for every two shares of common. The new stock cannot be transferred or sold outside an owner's family group except by exchanging shares on a one-for-one basis for single-vote common.

> *"Newspapers and broadcasters came to (anti-takeover defenses) a little late."*

As B shares are exchanged for common, the remaining B shareholders are left with greater control, says Peter G. Skinner, Dow Jones corporate general counsel. The new stock and existing common shares will be on the same footing with regard to dividends and liquidation rights. The Bancroft family now controls about 56 percent of the common stock.

Skinner says Dow Jones felt measures were needed to assure its publications' editorial independence over the long term. But some minority shareholders allege in a suit that the plan would have "an immediate negative impact on Dow stock over an extended period of time."

- At Knight-Ridder, shareholders approved this spring a fair price amendment and an end to cumulative voting. Under cumulative voting, shareholders can choose not to vote for each open directorship and instead pool votes in favor of one nominee.
- At Belo, shareholders also have approved a fair price amendment and staggered terms for directors. ☐

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Electronic library systems reach watershed year

BY MARCIA RUTH
presstime staff writer

On November 1, 1982, The Daily Oklahoman and Times stopped doing something begun at the turn of the century—clipping stories out of newspapers for the library.

Two years later, The Dispatch in Gilroy, Calif., decided to start a library—but not a clip file.

What they have in common—the 9,000-circulation McClatchy daily and the Oklahoma papers with a combined circulation nearly 30 times its size—is electronic libraries.

Large and small, independently and in groups, newspapers are moving out of the exploratory stage with electronic data systems [presstime, Dec. 1982, p. 4]. Whether working in-house with customized programs or tapping into nationwide networks, more and more papers are taking their libraries out of file cabinets and putting them onto hard and floppy disks.

"Nineteen-eighty-five has been a real watershed year," says Joseph D. DiMarino Jr., sales manager of VU/TEXT, a subsidiary of Knight-Ridder Newspapers Inc. "We used to spend an awful lot of time explaining what we do, but we don't have to do that anymore," says DiMarino. "People have gotten to know what a [newspaper library] system can do for them."

More than 50 papers are now using commercial systems for full-text storage and retrieval of newspaper stories. The systems operate in conjunction with the mainframe computer already editing and typesetting the paper. Such use doubled over the past year, and observers say it will more than double again in the next 12 months.

In addition, a growing number of papers have developed a variety of customized library systems by adapting existing software, while others are using personal computers to index newspaper files on microfilm, microfiche, or even in envelopes.

"It's a very dynamic situation right now," says Homer E. Martin Jr., chief librarian at The Record in Hackensack, N.J. Martin, who has prepared six reports on electronic library systems for the Newspaper Division of the Special Libraries Association since 1981, predicts "a snowball effect" from current success stories.

Operating these new systems are a new breed of librarians. About half now have degrees in library science and have computer experience, says Barbara P. Semonche, past chairman of the Newspaper Division of the Special Libraries Association. Those who were not already "pros" have "learned to be," she adds.

Librarians are no longer custodians of "morgues" where clips often vanished or became nearly illegible from use and age. Librarians have become managers, coordinating the electronic cycling of information through all departments of the newspaper.

Using the new systems, reporters are able to bring a far more comprehensive background to each story than was readily available even a few years ago, particularly on deadline. Not only can they cut research time in their own papers' files, they also have an exploding array of additional information and perspectives at their fingertips from other databases.

For example, NEXIS, the commercial database most widely used by newspapers, contains 140 publications, 14 of which are newspapers.

And as more libraries, corporations, government agencies and other institutions find it convenient to "read" on-line rather than in print, newspapers are finding the expense of electronic libraries partially offset by new sources of income.

"We're developing an awareness that information not only costs—it pays," says Semonche, head librarian of the Herald-Sun in Durham, N.C.

A growing number of newspapers have developed electronic systems.

Canadian paper first. The acknowledged pioneer in the field was The Globe and Mail of Toronto, which in 1977 installed an electronic library developed by Ottawa-based QL Systems Inc.

Several papers followed, adopting other systems with varying degrees of success. But most were not willing to risk the money and inconvenience required to experiment with still-evolving technology.

The breakthrough came in the early 1980s when Knight-Ridder turned its pilot installation of the QL system at The Philadelphia Inquirer into VU/TEXT, a subsidiary that essentially provides newspapers with electronic library systems on a service-bureau basis.

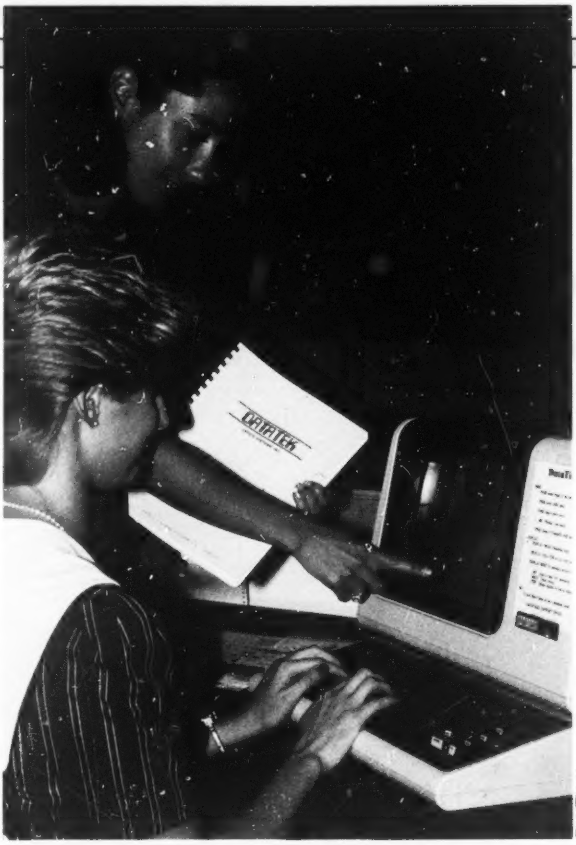
VU/TEXT currently has 18 papers on-line, primarily large, metropolitan dailies but also including the small Gilroy paper. Plans call for 32 papers to be on-line by the end of the year, and negotiations are under way with at least another 15, says DiMarino.

Another service bureau arrangement, DataTimes, now has 11 subscribers after only a year of operation. Owned by DATATEK, a subsidiary of Oklahoma Publishing Co., DataTimes also plans to more than double its subscribers in the next 12 months, says Allen W. Paschal, vice president of DATATEK. The company has exclusive rights to market the BASIS system developed by Battelle Software Products Center in Columbus, Ohio.

While purchase of a complete system may cost a large metropolitan newspaper $300,000 to $400,000, subscription through one of these service bureaus could run around $25,000 to $30,000 for the first year, increasing to $85,000 to $125,000 in the third year, because of increased storage costs.

Generally, newspapers using these systems pay for time spent tapping into their own and other databases, and get royalties for the time other subscribers tap into theirs.

"If you want to get started quick and cheap," says Martin, signing on with one



DataTimes

Newspapers get training in automated library systems.

of these service-bureau companies "avoids expensive hardware and training your own library people to run it." On the other hand, an in-house system allows "more control," says Martin of The Record, which is one of a handful of papers which already has or is in the process of installing its own QL system—the Omaha World-Tribune, The San Diego Union and Tribune, The State Journal-Register in Springfield, Ill., and The Daily Breeze in Torrance, Calif.

While papers are moving to adopt one or the other of these systems, companies marketing systems are busy developing ways to cut down the costs of storage.

At ANPA's Operations Management Conference & Exposition in New Orleans in June, DataTimes announced a new optical disk storage device that the company predicts will cut the second year's cost by half and the third year's by two-thirds. (See story, p. 34.)

"We are working under the assumption most papers would prefer to control their libraries in-house if they can get it in the right year's budget," says Paschal.

Also addressing storage costs is VU/TEXT, which is developing what it hopes will be an incentive for newspapers to stay in the system—a lower-cost option to keep on-line at the central computer in Philadelphia only the most recent three years' supply of text and an index to all previous years' texts.

The Detroit Free Press and The Miami Herald already have on-site storage.

Several newspapers are making common arrangements with the service companies. For example, the Tribune Co. announced its major papers would sign on with VU/TEXT [presstime, July 1984, p. 44]. The Gazette in Montreal is currently testing the BASIS system marketed in Canada by Infomart. The Southam Newspapers plans to adopt BASIS for at least its eight largest dailies.

"That will literally give coast-to-coast coverage in Canada," says Shirley Mooney, library manager of Pacific Press Ltd., in Vancouver, British Columbia. "That will give people a lot of scope in looking at a database. They will be able to jump from paper to paper, not just be limited to one."

Small papers, too. While larger papers and systems attract headlines, a quiet revolution is taking place among smaller papers, using available staff and technology.

"It's hamburger and potatoes, not Chateaubriand," says Paul A. Williams, systems editor at The Patriot Ledger in Quincy, Mass., describing a text-retrieval and indexing system he developed to run on the 68,000-circulation paper's Atex front-end system.

"It isn't really elegant—but it works," says Williams, a former copy editor.

Another former editorial staffer, Dorothy Newell, has spent the past year reorganizing the Ledger's existing paper files. She found the first step was establishing uniform cataloging procedures after the retirement of a long time employee who had virtually kept the whole library system in her head.

For starters, William's adaptations of Atex software will enable writers to gain access to up to six weeks of back stories on their terminals, which Newell hopes will whet the paper's appetite for more extensive full-text storage and retrieval.

And smaller papers are joining the big ones in attempting to make money by selling their databases.

In North Carolina, the Durham dailies market their monthly indexes to colleges, libraries and other institutions, and this summer they will start indexing other papers. The Durham Herald Co. also plans to market the indexing software, which can operate on an IBM personal computer with a hard disc.

Unlike the one at Quincy, the Durham system is not full-text but simply provides an efficient way to find information stored outside the mainframe system. The full text of the Durham newspapers is on microfilm, with selected stories organized by topics on microfiche.

Other small papers have made use of the advisory service provided by the SLA Newspaper Division.

"Our fight is to sensitize publishers to the fact they should provide a decent information resource for reporters, and it need not cost an arm and a leg," says Barbara Newcombe, head librarian at the Chicago Tribune. "They need not emulate The New York Times."

Charging only travel expenses, the division will send an experienced librarian to a paper seeking help. The 31,562-circulation El Paso Herald-Post recently used this service as a catalyst to convert what Managing Editor Timothy J. Gallagher describes as a "true morgue" of haphazardly filed, dog-eared envelopes into a library that is "accurate, comprehensive and current."

Herald-Post Librarian Susan E. McCarger began the index on her own IBM home computer with a $60 software program. The library will start using its own new IBM PC this month.

ANPA Foundation also sells a loose-leaf manual titled Guidelines for Newspaper Libraries.

With the electronic storage of text now reality, attention is shifting to photos.

One vendor, Advanced Imaging Devices Inc., showed equipment at the June Conference & Exposition that retrieves photographs stored on a laser disk. The $26,000 system will hold 104,000 photos on a 12-inch disk. Transferring an image onto photographic paper is accomplished with a videograph printer and takes 18 seconds.

The AIDI system is not yet in use at any newspaper libraries, however.

And until electronic storage of photographs becomes commonplace, many papers with electronic text libraries are keeping track of photographs by describing instead of storing them. For example, they may name the photographer and list the page on which the photo appeared, the article it accompanied, its wire service number and where it is currently filed at the newspaper. ☐

Workers' Compensation

Claims, costs on the rise

BY MARK W. INGHAM

Workers' compensation laws, originally intended to provide protection for employees injured on the job, are in transition in many states.

Experts say a number of trends bear watching—trends that promise to cost employers, including newspapers, more money:

- Many states are now allowing stress-related workers' compensation claims. Once considered an integral part of many jobs, stress is a further expansion of the definition of a compensable injury.
- In some states, employees are being allowed to sue for damages in addition to workers' compensation, despite the original intention that workers' compensation be the "exclusive remedy" for workers to receive compensation for work-related injuries.
- In a growing number of states, workers' compensation claims are being filed by youth carriers who have been injured while on their routes.

In essence, workers' compensation laws hold that employers should assume the costs of occupational disabilities without regard to any fault involved. Most companies carry insurance to cover workers' compensation claims. But in some states, in lieu of insurance, there is a state-administered fund to which employers must contribute. In recent years, the cost of providing compensation insurance for U.S. workers has exceeded $20 billion.

Very few states limit the amount or duration of workers' compensation payments, especially for total, permanent disability. Thus, the potential for enormous claims is always present.

Workers' compensation laws began to appear in the United States and Canada about the turn of the century as their economies shifted from agrarian to industrial. This led to more dangerous occupations and more injuries and deaths.

Prior to enactment of the laws, there was very little recourse for those injured or their dependents without a lengthy trial where the burden of proof rested with the employee. Even when damages were recovered, the amount was generally quite low. The picture of the family of the injured trudging off to work was enough to motivate the various states and Canadian provinces to create some type of support mechanism for the worker.

The laws, according to Samuel A. Roth of the Chamber of Commerce of the United States, include these basic objectives:

1. To provide sure, prompt and reasonable income and medical benefits to victims of work-associated accidents, *or* income benefits to their survivors, regardless of fault
2. To provide a single remedy and reduce court delays, costs and workloads arising from personal-injury litigation
3. To encourage maximum employer interest in safety and rehabilitation
4. To promote frank study of causes of accidents and to reduce preventable accidents.

Alarming trends. The original intentions of the laws have been met for the most part, experts say. Now attention is shifting to the broadening of eligible claims.

This trend, which many employers find alarming, is attributed mainly to a tendency for courts to use decisions from another state as the basis for some of their decisions, even though no two states or Canadian provinces have the same workers' compensation program.

For employers, the most costly of these broadening tendencies potentially is the stress-related claim. David W. O'Brien, a former administrative law judge with the California Workers' Compensation Appeals Board, says employers are losing virtually every workers' compensation claim involving stress. One such case involved the death of the sports editor of The Evening Times in Pawtucket, R.I. [presstime, May 1985, p. 72].

Some actions can be taken to cut the costs of providing protection.

Another trend is an erosion of "exclusive remedy" laws, which provide that if a worker is injured on the job, his or her exclusive remedy for damages is through the workers' compensation statute.

In a number of states, however, lawsuits have been filed alleging that injuries resulted from a process or machine that the employer knew, or should have known, posed a significant hazard.

Newspapers with organized labor may face additional workers' compensation costs in this area, according to Robert C. Gombar, an attorney with Venable, Baetjer & Howard in Washington, D.C. He says unions, in general, are frustrated by what they perceive to be inadequate workers' compensation awards and weak enforcement by the Reagan administration of occupational safety and health laws.

Thus, Gombar says, unions have decided to expand private damage litigation as a way to convince employers that it is not in their best interest to leave workers "unprotected." Unions also are encouraging the filing of suits by underwriting costs of litigation.

George Cohen of the AFL-CIO Industrial Union Department, who has proposed pursuing a number of selected cases, predicts that "big bucks are going to be socked against the corporations."

Although employers may find the trend toward personal-injury suits unsettling, there is good reason to believe that such cases will remain in the minority, Gombar says. He bases that opinion on the fact that the entire workers' compensation system could be undermined by serious

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Ingham is personnel relations associate in the ANPA Human Resources Department.

erosion of "exclusive remedy" laws.

Another trend being watched by newspapers' personnel specialists involves youth carriers.

Although youth carriers have long been regarded as exempt from workers' compensation coverage because they are not employees of the newspaper, some workers' compensation boards have held recently that newspapers are responsible for injuries carriers suffer in the course of delivering the paper.

Cost control. Employers may feel there is little they can do to stem the tide of expanding litigation involving job-related injuries, but there are some actions that can be taken to cut the costs of providing workers' compensation protection.

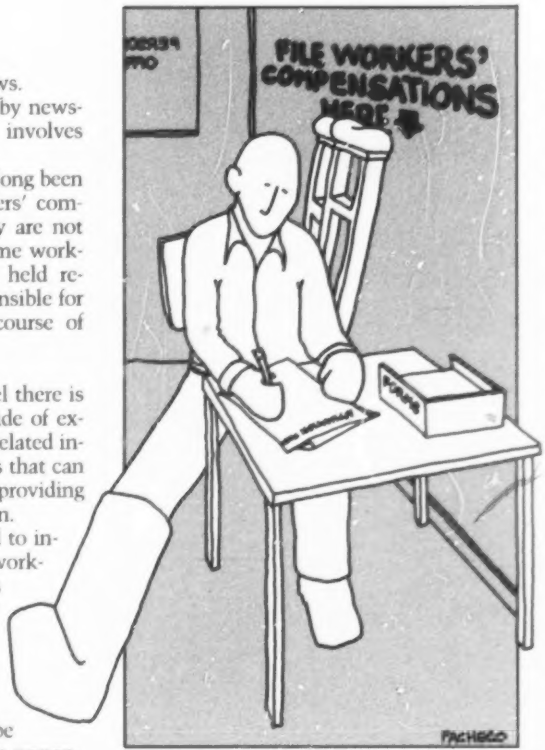
Because the premium charged to indemnify an employer against workers' compensation claims is based on past claims and safety standards and on a relative hazard rating of the occupation, one way to reduce costs is to reclassify employees.

For example, newspapers may be able to reclassify some production personnel to lower-risk designations because of technological changes. There were many more dangers in the hot-type composing room than are found in the modern cold-type shop. Yet many state workers' compensation boards have not reclassified production workers, which means newspapers in those states are still paying to insure against the dangers of heavy machines, metal dust, molten metal, saws and chemicals.

In Ohio, where reclassification would save newspapers 61 cents per $100 of payroll, the Actuarial and Manual Update Committee of The Workers' Compensation Board has recommended that the classification be changed. As of July 1, composing room employees will be considered clerical workers for the purposes of workers' compensation premiums, according to Chuck E. Roope, an attorney with Gates, McDonald in Columbus, who was instrumental in getting the classification changed.

Louis D. Abney, business manager of The Blade in Toledo, anticipates saving approximately $30,000 per year in workers' compensation premiums as a result of the reclassification.

Ken L. Drum, executive director and secretary of the Ohio Newspaper Association, reports that the ONA now is pushing for a change in the state's classification for reporters. Although reporters in Ohio are currently in the same classification as motor-route drivers and mailroom employees, the ONA contends that a reporter's job is less hazardous.



"While many states have already made similar changes in the classification of employees, it may be well worth the time it takes to check the classification of your employees," says Patricia P. Renfroe, ANPA manager/personnel relations. She also says it is possible in some states to seek a refund for previous overpayments.

Experts say another way to reduce workers' compensation costs may be to self-insure. Under such a plan, rather than paying premiums to an insurance carrier, an employer establishes a pool and pays claims directly.

Solvency is a major consideration in self-insurance, but most, if not all, newspapers carry additional "stop-loss" insurance protection, which covers extremely high claims.

Even with such supplemental protection from an insurance company, Richard T. White, risk manager of The Washington Post Co., estimates that his company saves between $500,000 and $750,000 per year by self-insuring for its 5,000 employees.

It is not too soon to begin to monitor stress levels and high-risk individuals.

White recommends self-insurance to any company financially capable of paying claims and prepared to spend the time necessary to administer the program.

The Los Angeles Times also self-insures. Michael G. Manfro, safety and environmental affairs manager, says this enables the company to settle workers' compensation cases faster and maintain a better relationship with employees.

The Times pays a third-party administrator to handle its 800-1,000 claims per year. The administrator's offices are at the newspaper office.

Costs also may be reduced by emphasizing safety on the job. Experts say safety rules should be established, updated and enforced. It also helps to be responsive to employees' safety suggestions, notes Barbara S. Fox, employee assistance plan coordinator at The Washington Post.

And while the filing of stress-related claims is a fairly recent development, it is not too soon to begin to monitor stress levels and high-risk individuals, says ANPA's Renfroe. Periodic physical examinations may protect a newspaper from a stress-related claim, she says.

Manfro of the Los Angeles Times says co-workers and supervisors should be alert to changes in mood or behavior of staff members. Many times, while stress is to blame, it is stress generated by family and home—not by the job.

If a supervisor sees a problem that he thinks may be related to stress, he should discuss it with the employee and try to determine the source. A record of these meetings should be kept to provide support for the newspaper in the event of a claim.

Sometimes, says Manfro, the supervisor is the source of the stress. The newspaper should also monitor the number of claims coming from a particular department to see if the supervisor could be the problem.

While they did not institute it for that reason, the Post's Fox says an employee assistance program can help prevent stress-related claims by providing a counseling service to troubled employees. (More commonly, the programs deal with employees' problems with alcohol, drugs, family and finances.)

"Taking positive steps to help all employees improve their physical well-being, combined with providing assistance in coping with stress, is the best way for newspapers to proceed," Renfroe says. ☐

DIVERSIFICATION PLANS EYED

WAIVERS

Bell regionals get green light to expand into new areas

BY BARBARA J. FRIEDMAN
presstime staff writer

In the months following the 1982 consent decree that broke up AT&T, no one was sure whether the local telephone company and the local newspaper would be allies or adversaries.

About three years later, they seem to be a little of both.

While newspapers are pursuing possibilities for cooperative ventures with telephone companies, they are increasingly wary of those companies' recent efforts to get out from under some of the restrictions of the consent decree.

After the decree, there were "a lot of hard feelings between the telephone and newspaper industries," says Jane Wilson, assistant director of telecommunications affairs of ANPA.

With the newspaper business applauding in the wings, the decree put information services off limits to the seven Bell regional companies emerging from the AT&T breakup [presstime, Oct. 1982, p. 26]. But even then, the regionals and newspaper companies had common as well as divergent interests, Wilson says.

To cultivate common ground and nurture alliances, executives from the two businesses have been holding meetings and plan more. One goal is an efficient, national videotex network in which the Bell companies supply transmission lines and newspaper-owning companies provide information.

But that harmonious relationship has some jagged edges, which may have been sharpened by several regionals' plans to diversify into software services. Two of them, BellSouth and Ameritech, recently received waivers from U.S. District Judge Harold H. Greene, allowing them to enter the software business through separate subsidiaries.

The software waivers have raised questions about where the line falls between the software services regionals want to provide and the information services they are barred from offering. Three other regionals—Bell Atlantic, Pacific Telesis and Southwestern Bell Corp.—have submitted requests for similar software waivers.

ANPA Vice President/General Counsel W. Terry Maguire cautions that the software services are "coming very close to providing information services. If their [the regionals'] software services cross over the line into information services, we reserve the right to object."

Katherine M. Holden, a lawyer representing ANPA in communications matters, says that "it's a wait-and-see situation" now that the waiver decisions have injected "a little doubt" as to what the decree prohibits.

A fast start. The regionals hit the ground running after divestiture in January 1984, and in recent months they have quickened that already fast pace. The companies are looking to diversify in fields as varied as real estate, equipment leasing and print media. These endeavors offer something not found in the local telephone business: unregulated profits.

The regionals are "real charged up," says Uzal H. Martz Jr., publisher of the Pottsville (Pa.) Republican and chairman of the ANPA Telecommunications Committee.

So far, Judge Greene has issued 26 waivers. He approved the first batch Dec. 14, the second March 1 and the most recent group May 24, which includes the software waivers for Ameritech and BellSouth. Another 25 proposals are before the Justice Department and Greene's U.S. District Court in Washington, D.C.

Among the waivers approved to date have been one allowing a regional to enter the print media and six allowing entry into the real estate business.

Greene signed off on a plan authorizing Pacific Telesis to enter the print media business. That plan says specifically that the company has no interest in publishing daily newspapers nor engaging in electronic publishing over its own transmission facilities.

Pending before Greene is a similar application by Southwestern Bell, which also extends to the production of newsprint. The proposal is being reviewed by the Justice Department, which makes recommendations on waiver applications to Greene.

Sorbus Inc.

A computer is probed at Sorbus Inc., a computer repair firm purchased by Bell Atlantic.

Waiver process called 'cumbersome'

Like Judge Harold H. Greene's divestiture order, his guidelines on waivers reflect the policy of barring the regional Bell companies from businesses where their monopoly position would provide anti-competitive clout.

The guidelines also reflect Greene's goal that the regionals not stray far from the basic task of providing local telephone service.

A key section of the guidelines requires that the regionals pursue diversification through subsidiaries that together contribute no more than 10 percent of the holding company's estimated net revenues.

John R. Gaulding, vice president for corporate strategy at Pacific Telesis, says his company agrees with the public policy objectives of banning regionals from situations in which they could use anti-competitive advantages. But he believes regulation of the Bell regionals has gone too far. Looking at the mix and number of rules, he says an "objective observer would be left with a sense of the bizarre; none of it makes a lot of sense."

The waiver process "needs a complete overhaul," Gaulding says. It is "cumbersome at best" and imposes "another layer of regulation between us and normal business activities." He finds particularly troubling the fact that Greene is not obligated to act in what Gaulding calls "a reasonable time." Such uncertainty sits badly with potential business partners, he says.

A Southwestern Bell spokesman, Walt Beiter, says it would be premature to talk about what the company might do with the waiver, although he notes Southwestern Bell has been printing directories for years—the "silver pages" aimed at the elderly as well as the standard yellow pages. Those years of printing directories, he says, offer a "base of experience . . . to grow with."

The applications to enter the real estate business have evoked a warning from one person. Michael Yourshaw, a Washington, D.C., lawyer also representing ANPA in communications matters, says "the fact that the Bell companies are getting a foot in the door (of the real estate business) is obviously significant."

Given the operating companies' resources, "Down the road you might expect to see some waiver requests" saying "now we're in the real estate business, let us set up a multiple listing service," according to Yourshaw. Such a real estate service available to personal computer owners could evolve into a competitive alternative to print classified advertising.

For their part, several Bell regionals say the intent is to manage in-house real estate and to provide moving services for their employees. Beyond that, they say, they are merely keeping the way clear for pursuing other options.

But it is the software ventures that are of the most immediate concern to Telecommunications Committee's Martz and his committee vice chairman, Newsday President Robert M. Johnson. The two are among the newspaper executives who keep a special eye on such issues.

Martz and Johnson agree the regionals and companies in the newspaper business could find themselves competing in areas that have nothing to do with electronic publishing. And both have no quarrel with the regionals' diversification so long as the companies do not trespass on the information-services ban.

With that qualification, Johnson says the regionals "should have the same freedom as any other investor. That's a competitive world out there."

Except for some of the software proposals, the regionals' moves into new fields also do not worry Thomas Pace, communications counsel for Dow Jones & Co. Expansion into areas such as leasing telecommunications equipment and buying and leasing real estate is "not really of direct concern to us," he says.

An even playing field. What does concern newspapers is the regionals' gatekeeping power over local telephone lines. That power gives the "appearance they could discriminate," Martz says. The telephone company is like someone who "owns the parking lot" and can "pick who gets in to get the best slots." Newspapers want to "make sure the playing field is even," he says.

Blanket statements are not possible about whether software services violate the information-services ban, Martz says; each case must be considered separately. He adds that computerized mapping—which would be allowed under the software waiver granted to BellSouth—gets "pretty close to electronic publishing because they're creating information."

However Martz believes the waivers Greene approved allowing BellSouth and Ameritech to provide software services through separate subsidiaries are structured so as to continue the ban on regionals' providing information services.

Newsday's Johnson says the software proposals indicate there may be "some gray areas" in the consent decree. The regionals recognize limits imposed by the order, Johnson observes, but that does "not mean they're not going to test" it to the limit.

Newspapers want to "make sure the playing field is even," Martz says.

ANPA fought for the information-services ban, arguing the regionals did not belong in a business in which they could use a monopoly position to advantage over competitors who use local phone lines. ANPA contended a merger of content and monopoly conduit could lead to less diverse sources of information available to the public.

(In addition to the perpetual ban against the regionals, the decree barred national AT&T from providing electronic publishing over its own lines for at least seven years.)

Newspapers want to safeguard the principle of diversity of information, Johnson says. "Protecting that principle would help newspapers' business interests but not any more than any other information provider."

ANPA's Maguire says the BellSouth plan to sell software through a separate subsidiary was the first waiver that raised potential questions about the diversity of information principle, and at one point ANPA requested clarification of BellSouth's intention. But he says that "a fresh assessment" by the Association has concluded the waiver does not allow BellSouth and Ameritech to enter the information-services business, but they are coming close.

Dow Jones' Pace says the waivers "could be construed as somewhat of an erosion of the information services ban." He says "many information providers are in fact software publishers," and "software can be considered a subset of information services." Pace calls it "sleight of hand to say software is not related or part of the information-services industry."

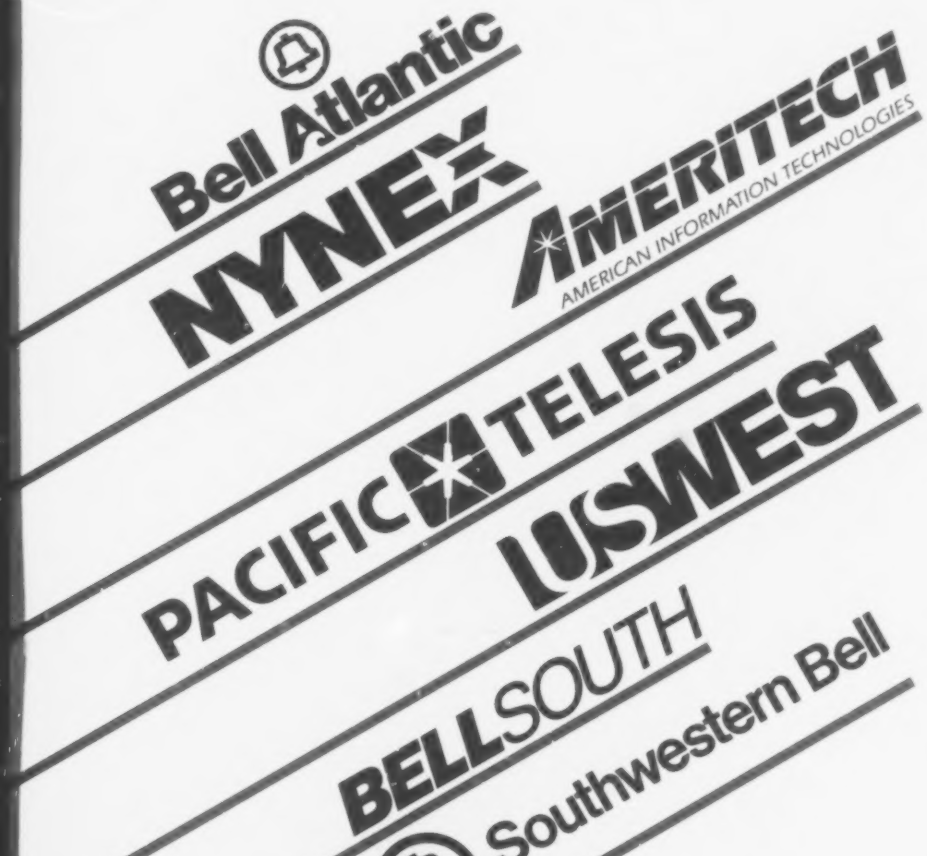
From BellSouth's point of view, the waiver does not allow it to enter the information-services business, says Bill Marks, BellSouth manager of media relations. Except for observing that ban, a software subsidiary could use tariff phone lines "the way any other business could, which includes both voice and data" transmission, he says.

Three other regionals—Pacific Telesis, Bell Atlantic and Southwestern Bell—have applied for but not yet been granted software waivers. A Pacific Telesis official, John R. Gaulding, maintains that controls can be established to "quarantine" the advantage regionals have because of their gatekeeping power over the local telephone exchange system. Such a quarantine ought to satisfy the newspaper industry's concerns, Gaulding maintains. "If it doesn't, then they're being anti-competitive."

Spokesmen for some regionals stress that the companies want to build around their core of expertise in telecommunications, not expand into electronic publishing.

Newspapers and Bell companies may become allies in some ventures.

At Bell Atlantic, Brian D. Farley, assistant manager for corporate communications, says the company's "primary focus continues to be our $18-billion telephone network," but "we don't feel it will allow over an extended time sufficient growth in earnings per share." To reach that goal, "We've stuck to our knitting by diversifying into communications-related businesses," he says.



Partnerships possible. Despite tendencies in the other direction, there's a chance that newspapers and the Bell regionals will be allies in some telecommunications ventures.

Some members of the ANPA Telecommunications Committee, including Newsday's Johnson, are visiting the regionals to explore the potential for such alliances. So far, committee members have visited BellSouth, Pacific Telesis and the regional Bell Atlantic. They hope to meet with officials of Nynex this month.

Johnson says the alliances he envisions can rest on newspapers' ability to gather information and the regionals' ability to transmit it. Videotex, he says, is the "logical place" to start building such relationships.

At Bell Atlantic, spokesman Jay Grossman describes his company as being in the pipeline rather than the content business. That makes a partnership with newspapers "more likely than head knocking," he says.

While talking of alliances, Johnson cites a common concern that could make them easier to come by. That concern is AT&T.

"I think the operating companies recognize that AT&T is going to be a very major competitor of theirs in the long run," Johnson says. "They are looking for alliances to strengthen their positions as local telephone companies."

An alliance between newspapers and Bell regionals could produce nation-wide, interconnected versions of videotex services currently offered on a local basis such as Viewtron and Gateway of Knight-Ridder Newspapers and Times Mirror Co., respectively, Johnson says.

To reach that point efficiently, the two industries will have to work together to assure development of uniform standards for transmitting data among digital networks and on features such as the protocol conversion that allows videotex to reach personal computers more easily, he says.

BellSouth's request for a waiver from the Federal Communications Commission for permission to perform protocol conversion in-house was supported by ANPA and several newspaper companies with videotex services [presstime, April 1985, p. 39].

The meetings between executives from the regionals and newspapers are a chance to resolve conflicts at an early stage, Johnson says.

ANPA's Wilson says the two industries have "a fine line to walk" given their common and divergent interests. "Just because we want to be friends," she says, "we can't let down our guard." ☐

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WHAT'S IN A NAME?

There's a story behind each unusual newspaper name. They are drawn from a variety of sources, including nature, science, politics, business and the Bible. But some names appear to be devoid of any logic whatsoever.

BY MARNA B. P. COURSON

You can have The Declaration of Independence delivered to your home every week, you can set your schedule by Greenwich Time and maybe eat lunch with The South Fork Tines.

These are part of a huge cache of American newspapers with humorous, catchy, unusual or colorful names.

John North, founder of The Declaration, says he started the weekly in 1980 after realizing Grayson County's Independence was the only county seat in Virginia with no local newspaper. "A lot of papers were started here," North says, "and they all flopped. I needed something catchy to help it."

The South Fork (Colo.) Tines, a weekly, was given its handle as "a joke, a pun," says Cynthia Haynes, publisher. She said founder Beverly O'Rourke "thought it would be a cute name."

The Greenwich (Conn.) Time, a daily, was named in 1937 on a whim, according to area historian Marion Nicholson. Wythe Williams, editor of what was then called the Greenwich News-Graphic, was a one-time foreign correspondent who wanted a more worldly name for his newspaper.

People and politics. Many monikers apparently reflect the people the founders felt their newspapers served or their political leanings.

There are Rustlers, Eccentrics, Vindicators, Observers, Travelers, Economists, Sentinels, Patriots, ordinary Citizens, Finders, Tellers, Hillbillies, Countrymen, Watchmen, Plainsmen, Highlanders, Ramblers, Minstrels, Broadcasters, Censors, Freemen, Statesmen, Guards, Pioneers, Spokesmen, Scouts, Promoters, Guides, Southerners, Advocates, Informers, an occasional Argus, Reformers, Boosters, Expositors, Villagers, Messengers, Reporters, Spectators, Pathfinders, Monitors, Americans, Leaders, Pilots, Whigs, Jeffersonians, Republicans and Democrats.

But don't rely on a name to tell you a paper's political affiliation.

The Unterrified Democrat, a Linn, Mo., weekly, began adhering to Republican Party philosophy five years ago, says Publisher Jerry Voss, although founder Lebbeus Zevely was a Democrat.

One day during the Civil War, Zevely "stood up and had his say in the legislature, and when he sat down, someone referred to him as an 'unterrified Democrat,' " says Voss. "He named (the paper) that when he established it shortly thereafter in 1866."

> "We've had an avalanche of questions about how the paper got this damn name."

The name of The Stratford (Conn.) Bard is a play on the famous playwright. Nina Krause, associate editor, says the weekly was named "because of the connection with Shakespeare and the (American Shakespeare) theater here and because a bard was a singing poet."

The Bible provided the name for the weekly, The Sparta (Ga.) Ishmaelite, according to Alva Haywood, publisher. "Ishmael was a spreader of the news," Haywood says.

Marriage and a defunct political party resulted in the daily Log Cabin Democrat of Conway, Ark.

When the paper was started in 1879, founder Able F. Livingstone, a former Whig Party member, used the defunct party's log cabin symbol for the name of his publication, says Loyd Ryan, managing editor.

In 1896, J. W. Underhill purchased The Democrat, another local paper, and three years later married Minnie Robins, then owner of the Log Cabin. The papers became one in 1901.

The daily Tiller and Toiler "espoused the farmer and the philosophy of the Labor Party" when the paper was founded in Larned, Kan., in the 1880s, says Paul Zook, a local newspaper historian.

Courson, a former reporter for presstime *and for the Associated Press, is a free-lance writer in the San Francisco area.*

Heaven and earth. Phenomena of the universe and space technology also show up in newspaper names. There are Suns, Stars, a few Moons, some Comets, Meteors, Missiles and Rockets.

There even is a Metropolis Planet. Clyde Wills, managing editor, acknowledges the name is "straight out of 'Superman,' " although his is a weekly Planet, not a Daily Planet. "Back in 1971, the city of Metropolis (Ill.) officially adopted Superman, and the Metropolis News was changed to The Metropolis Planet." The figure of Superman was added to the nameplate.

Illuminating are several Lights, Spotlights, Beacons, Headlights, Luminaries, Limelights, Reflectors, Sunsets, and a daily called Today's Sunbeam, published in Salem, N.J.

Thomas Bowen, former owner and publisher, says that "Sunbeam ties into the 'Let there be light' line on the first page in the Gutenberg Bible."

More earthly are several incisive names, such as Lances, Javelins, Sickles, Arrows, Scimitars, Tomahawks and Blades.

Also represented are American Indians, including Seminoles, Calumets, Comanches and several Chiefs and Chieftains.

Equally well-represented are the bird, animal and insect kingdoms.

There are Eagles, Mavericks—as in cattle—Mascots, Wildcats, and at the top of the apian heap, The DeQueen Bee of DeQueen, Ark.

The DeQueen Bee was named by "a bunch of Nashville newspaper men when they came to establish the paper in 1897," says Publisher Ray Kimball. "They may have had a few shots of home brew."

Then there's the weekly paper in Big Bear Lake, Calif., known as The Grizzly. "In the Gold Rush days, people found a lot of grizzlies here," explains Robert Wood, publisher.

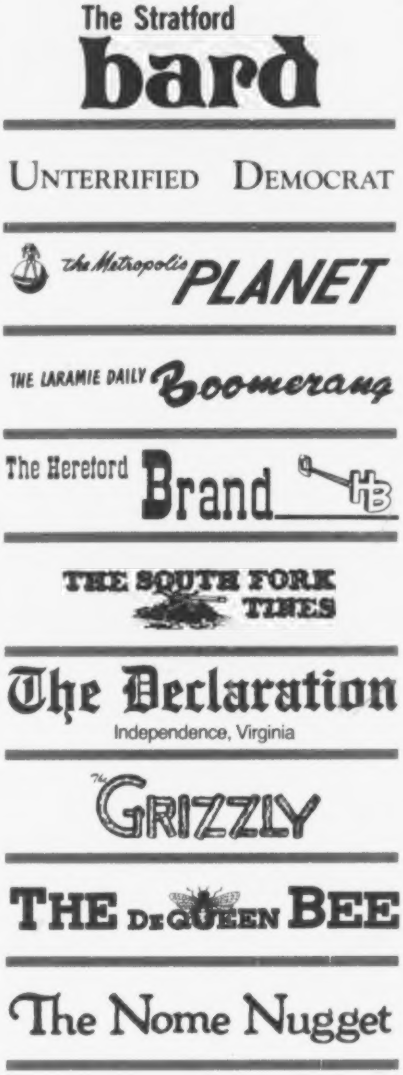
Some newspapers reflect local businesses or industries.

The Hereford (Texas) Brand fit right in with the local cattle industry when the paper was established in 1901, says publisher O. G. Nieman, who writes a column for the daily called "The Hereford Bull."

There also are The Derrick in Oil City, Pa., and the Daily Midway Driller of Taft, Calif.

Another mineral is represented by The Nome (Alaska) Nugget.

Brewery Gulch Gazette, a Bisbee, Ariz., weekly, was named after a canyon that had a brewery in the 1880s when Bisbee was an old mining camp, according to William Epler, publisher.



The Payson (Ariz.) Roundup reflects the area's cattle industry.

Other oddities. Some names fit no molds.

The Laramie (Wyo.) Daily Boomerang was founded by Bill Nye in 1881, says Hope Esp, office manager. "He had a mule named Boomerang and named the paper after his mule. Mr. Nye was quite an imbiber, and his mule always got him home."

The Hawk Eye, a Burlington, Iowa, daily, was founded in 1838 by James G. Edwards, whose advocacy led to Iowa's designation as the Hawk Eye State.

The Knickerbocker News, an Albany, N.Y., daily, was given a common Dutch name in an area settled by the Dutch. However, the paper was founded by Irishman Hugh Hastings, reports Bill Dowd, managing editor.

Also in New York State, The Patent Trader of Mount Kisco, a twice-weekly publication, is named partially for the land grants or "patents" given by the British monarch in Colonial days, according to Editor Carll Tucker. Trader, he adds, was a "common, old-fashioned" name for newspapers.

A dispute spawned The Elkhart (Ind.) Truth, says Publisher Anthony Biggs.

Col. C. G. Conn, a musical band instrument manufacturer, became embroiled in a controversy in 1889 over $238 the city spent for a foundation for a Civil War monument. He distributed leaflets called "The Truth" to give his side about the monument dispute.

Several weeks later, Conn bought the local newspaper, The Sentinel, and renamed it The Truth. "So it was the truth according to C. G. Conn," Biggs notes.

Sharon Venable, news editor of The Jimplicute of Scott City, Mo., says there are two stories behind that weekly's name.

"Jimplicute is a mythical animal of Ozark folklore and is real mean and ferocious," she says.

But she believes the other story has more truth to it. "Supposedly, that came when someone was working with pie sticks—used when papers were hand set—and he dropped the sticks and the letters came out all jumbled," she says.

The Standard Laconic of Snow Hill, N.C., reflects the meaning of its name—brief, concise and to the point, as a weekly should be, reports Co-publisher Peggy Greene.

But there are problems with the name. "A lot of people can't say it right and call us 'The Standard Lunatic,' " she says.

In a region where "the drums beat out the news" there is the Bethel, Alaska, weekly, The Tundra Drums. Publisher Rosie Porter says the paper's coverage area is all tundra, "sort of the American Siberia in western Alaska."

In an area with no mountains in sight, the seemingly misnamed daily Lubbock (Texas) Avalanche-Journal was started about 70 years ago.

Folklore has it that a businessman told founder J. J. Dillon as he was preparing for initial publication that he would get "an avalanche of news," and "that's how it got it's name," says Burle Pettit, managing editor.

Speaking perhaps for many other newspaper people whose publications have an unusual name, Pettit quips, "We've had an avalanche of questions about how the paper got this damn name." ☐

BAGASSE BECKONS

Gulf Coast printers try newsprint made from sugar cane

BY PAUL KRUGLINSKI
presstime technical writer

Whether they know it or not, some Texas dailies have been running preprints made with sugar cane.

The newspapers have been carrying preprints made with a combination of wood pulp and the substance called bagasse, the part of sugar cane left after the juice has been extracted. Prodrill Oil Supply Co. of Houston has been selling bagasse newsprint to commercial printers in the Gulf Coast area that print advertising circulars.

Argentine mill makes 200 tons of bagasse newsprint daily.

"This is the first time that bagasse has been used (successfully) to produce newsprint," says Alexander F. Toth, president of Prodrill.

Previous research conducted on the so-called "sugar-cane newsprint" had not hit upon a workable formula for the mixture of bagasse and wood pulp [presstime, June 1980, p. 45].

Users of the recently developed substance say it is inferior in some ways to 100-percent wood-pulp newsprint, but its $470-per-metric-ton price (regular wood-pulp newsprint currently sells in the United States for $535 per metric ton) makes it an economical alternative for some newspaper products such as preprints. In fact, at least 34 South American newspapers are using the material for regular production.

"There are some drawbacks to it," says Ed Hoop, plant manager for Greater Houston Publishers Inc., one of the commercial printers using the bagasse newsprint. He says it has extra "toughness" that requires paper cutters to be replaced more frequently. It has less opacity and a stiffer texture due to greater density. And it causes excessive plate wear and linting.

However, Hoop reports no objections from his customers, adding, "I really can't complain because I'm saving money."

In an experiment conducted at the Sarasota (Fla.) Herald-Tribune, about 20 tons of the bagasse newsprint were used to produce a television program guide.

The Florida printers also encountered opacity, linting and plate-wear problems, according to Hilton J. Wilson, director of forest product operations for The New York Times Co., which owns the Sarasota paper. However, linting appeared to be the most problematic.

"Except for the linting problem, it ran fairly well," he said. "And the products made with it performed well with mailroom equipment."

Terry Keane, marketing manager for Prodrill, said the mill that produces bagasse is aware of the problems and is improving the newsprint's opacity.

Opacity problems were the reason Prodrill began its marketing efforts with commercial printers rather than with newspapers. "We wanted to start out with the smaller printers," she says, "and work out any problems there first."

The newsprint is produced in a mill located in Tucuman, in Argentina's subtropical area 750 miles northwest of Buenos Aires. The plant has been producing newsprint at a rate of 200 metric tons a day, using a technology originally developed in Mexico, according to a report by the Associated Press. The mill's potential capacity is 110,000 tons per year.

Its owner, Papel del Tucuman, shares the Argentine market with Papel Prensa, another mill located near Buenos Aires, which uses pulp obtained from the large forests of Argentina to produce newsprint by traditional methods. Because both mills satisfy local demand, Papel del Tucuman recently began exporting about 1,400 metric tons of surplus newsprint, containing 65 to 80 percent bagasse, to the United States, the Far East and Latin America.

Enrique J. Martinez, a spokesman for Bridas, the majority stockholder of Papel del Tucuman, says exports to Latin America have encountered financial obstacles. That regional market is "marginal and easily captured by dumping exporters" from other parts of the world.

However, Martinez says there is "optimism about the possibilities to penetrate the American market."

Martinez adds that the plant has demonstrated "that we can produce quality newsprint with a different raw material." At the same time, paper-making gives new uses to byproducts of the sugar cane industry that is "threatened in the world markets by competition from artificial sweeteners."

Papel del Tucuman was incorporated in 1979 with 95 percent of its capital from Bridas, a private firm, and the rest from 80 Argentine newspapers.

The $320-million mill has been promoted by the Argentine government to diversify the sugar industry in Tucuman.

Bagasse is not the only wood-pulp substitute being developed for newsprint. Kenaf, an annual, fibrous plant that grows well in tropical or subtropical climates, has been the subject of considerable research and testing in recent years.

Whatever the quality differences that exist between the two as newsprint supplements—and newsprint experts say there are many—it seems clear that bagasse has sprung ahead of its rival in one key aspect: It is being used today in newspapers, whereas the first attempt to produce newsprint from kenaf on a full-scale commercial basis is only now being planned [presstime, March 1985, p. 63]. ☐

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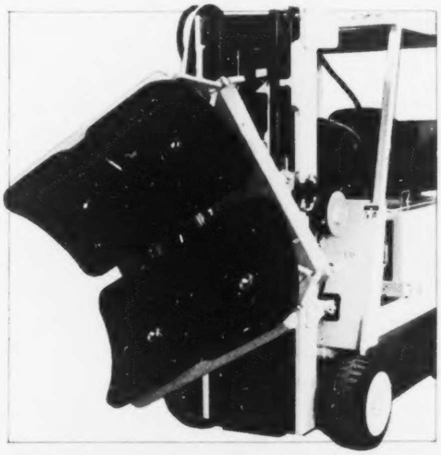

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The battle for press freedom rages in the Philippines

BY JOAQUIN P. ROCES

Let me stress that I was just one of the candle-bearers—that there were others who trudged up that dark, lonely road in what was then a flickering crusade to restore press freedom in the Philippines. Some died along the way, brutally snatched, tortured and then killed, with nary a word from the authorities as to why their lives ended so gruesomely and by whom.

There were and are those of us, like myself, who journeyed in and out of prisons, apprehensive—even fearful—that each approaching minute would bring the pistol shot or the machine-gun burst that would snuff out our lives. I must also mention the courage of our families who bore their suffering with dignity, refusing to bend a knee to the dictatorship, even as we along the road could promise them nothing but the luster of our principles.

And so the question begs to be asked: Why did we venture on that lonely road?

The first answer is that we loved press freedom so much. When we lost it 13 years ago—when martial rule descended on our country—we knew we could never live with the dictatorship.

At that time, we were told, even by some well-meaning friends, that the dictatorship was good for the country. We were told that as a people, we were pleasure-loving and undisciplined, filling our cup to the brim with wine, song and fiesta. And so we needed a "Leader Maxima," a saviour, a strong-willed father figure who knew what was good for his children, who consequently would guide us to the promised land.

These were words we wanted to believe. And for a time, we awaited the kind of statesmanlike action that we felt was long due to deliver our country from the millenial problems of Third World underdevelopment. As it turned out, the words were never matched by deeds. The loss of press freedom, particularly for me, was too steep, too costly a price to pay for authoritarian rule.

Joaquin P. Roces

Gradually, we moved out of the mainstream—just half a handful of us then to take up the fight for the restoration of press freedom. At the beginning, it looked like a hopeless, helpless, forlorn fight. To paraphrase an apt expression: We were the sardines battling the shark. To quote another apt expression, current at the time: Our cause for press freedom was doomed from the outset because the country was inhabited by 45 million cowards and one tyrant.

But let me not exaggerate. My countrymen were and are not cowards. If they were or are to be faulted, they had infinite patience, an almost infinite capacity for suffering, like our country's work animal, the carabao or water buffalo.

But even the carabao has its limits under agonizing yoke. And when those limits were reached with the 1983 assassination of opposition leader Benigno Aquino, my countrymen started breaking their chains.

The battle is far from won. Aquino's brutal murder so shocked the national conscience that hundreds of thousands, even millions, stormed the streets in grief and anger. These spontaneous outbursts of popular indignation gave our crusade for press freedom a tremendous boost. We exchanged our little candles for torches. Where before we were a mere handful, we grew into a little army. And now we can march in full song.

But I cannot say we are marching in full stride. There are still a hundred battles to be won, a hundred valleys to storm and a hundred peaks to scale. We *have* gained substantial beachheads. A number of opposition publications have already sprouted in my country, and I'm terribly proud of them because they not only have daring and conviction but the brains to match. Some opposition journalists have been done in or salvaged—the term used in my country to snatch and kill—either by the military or their cohorts. But the salvaging has only served to encourage the opposition media to redouble the ardor of their crusade for press freedom.

There is also the daily dangling of Damocles swords over their heads, because at any time the government can padlock the press and bundle opposition journalists to prison or the firing squad. The president of the Philippines enjoys extraordinary powers; for example, he can order the arrest, imprisonment or execution of any Filipino citizen without due process of law.

The enemy remains strong. Almost daily, at least weekly, we who crusade in the streets are accosted by every imaginable weapon of coercion and even terror, from smoke bombs to tear gas grenades to truncheons to water hoses to bullets. During the times we try to march to Malacanang Palace, the presidential residence, armed only with our courage and our conviction that press freedom must eventually prevail, the full might of the enemy bars our route.

All we seek is peaceful assembly and the airing of our legitimate grievances. But we are treated like an invading army by uniformed men massed and trained to maim, cripple, destroy and kill if we as much dare to cross the line they say we cannot trespass.

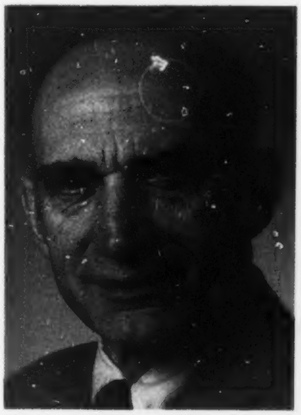
And so we must continue to march. Years ago it was terribly lonely when we were few. Now that our numbers have increased, we have taken heart. I personally am optimistic that one day, perhaps not far off, our struggle for press freedom will bear fruit. ☐

Roces, former publisher of The Manila Times, received the Golden Pen of Freedom award at the May congress of the International Federation of Newspaper Publishers [presstime, June 1985, p. 58]. *This essay is adapted from his acceptance speech.*

J. A. Riggs Jr., Ralph S. Roth

Production executives have divergent views on the future of press technology

BY PAUL KRUGLINSKI
presstime technical writer



J. A. Riggs Jr.

Ralph S. Roth

Anyone attending the May ANPA Convention in Miami Beach got a treat if they were party to the clinic on "Research and Development—What's New?" The session on the state-of-the-art in newspaper technology turned into a friendly debate on the advantages and disadvantages of the offset and flexographic printing processes [**presstime**, June 1985, p. 43]. The debaters were J.A. (Andy) Riggs Jr., senior vice president/operations for The New York Times and a proponent of offset printing, and Ralph S. Roth, vice president/production for Knight-Ridder Newspapers Inc. and—thus far at least— a believer in still-experimental newspaper flexography.

While neither executive could be called "spokesman" for the respective press technologies, both have been vocal in their opinions about offset and flexography.

The 58-year-old Roth has been characterized as a congenial, soft-spoken diplomat. While he is opinionated, according to newspaper executives who have worked with him, "he's not a bull-in-the-china-shop person." He is cautious in his approach to new ideas, one observer says, "but he doesn't often deviate from his views once they are established."

The 51-year-old Riggs is described as a tough, demanding executive who strives for perfection. He is opinionated, executives say, and expresses those opinions candidly. While some newspaper people characterize Riggs as a "traditionalist," they also point out that he was the first to transform a large, metropolitan daily to offset through the conversion of existing letterpress units.

As managers, both men hold the top executive positions for production at their respective newspaper groups. They also share academic backgrounds in both engineering and business administration. However, similarities end there.

Roth is viewed as a consummate manager, with deep roots in the newspaper business.

After graduating from Dartmouth College in 1949 and a brief stint as a sales manager with Mergenthaler Linotype Co., he joined Ridder Publications as assistant production manager at the St. Paul Pioneer Press and Dispatch in 1957. Later, he became business manager and eventually president and publisher of the Grand Forks (N.D.) Herald. Roth became director of production of Ridder Publications in 1972 and president of the Detroit Free Press in 1977. He has held his current position since 1979.

Riggs, on the other hand, has been characterized as a "hands on" manager who likes to involve himself in details of production and manages because "he has to." He also spent a much longer time working for a newspaper supplier.

The Riggs name is almost synonymous with press technology. His great-grandfather, Joseph Walser, along with the Goss brothers, founded the Goss Co., predecessor of the Graphic Systems Division of Rockwell International Corp. His father, Joseph A. Riggs, was one of the last chairmen of Goss before Rockwell acquired it.

After graduating from North Carolina State University and receiving a master's in business administration from the University of Chicago, Riggs followed the family's tradition at Goss. From a position in sales in 1960, he moved through the ranks to become vice president of marketing in 1968 and vice president and general manager of the commercial press division in 1971. Three years later, he left Rockwell to go into business for himself, and in 1976, he joined The New York Times as assistant to the general manager. After several interim appointments, he was named to his current position in 1981.

While many newspapermen have enumerated the pros and cons of the two press technologies countless times, few have addressed the long-term effects of this tug-of-war. Can offset and flexo coexist? What newspapers stand to gain the most from each printing process?

Interestingly, both Roth and Riggs see a place for the two printing processes within the business. And yet they doubt that a particular newspaper will choose both types of presses for its plant. "I don't see any newspaper committing to both," Roth says. "If Knight-Ridder is going to achieve its quality objectives, it's going to have to make a decision (between the two technologies)."

The two disagree, though, on the effect the competing technologies have had on press manufacturers.

"The press manufacturers have a hell of a problem," says Roth, adding that the potential of flexography forced the newspaper press vendors to pursue research into a process that until recently was used primarily in printing on cardboard boxes. "Some research and development resources had to be diverted from offset."

Disagreeing, Riggs believes that experimental flexo projects such as the one Goss is conducting with The Washington Post are diverting minimal resources, and that work on keyless offset technology is consuming more. The Times' executive also believes that if flexo were to prove itself, the marketing strategies of the press manufacturers would not be altered.

"So much of a printing press is common equipment that it really doesn't make a difference" which technology a newspaper chooses, says Riggs.

Regardless of the outcome of the competition, the press technology of the future may be a combination. Riggs, in particular, believes advances in keyless offset may eventually negate the differences between offset and flexo.

"The Burlington County Times (in Willingboro, N.J.) is running like gangbusters," Riggs says of the ANPA experiment in anilox offset printing. "We're very satisfied with the results."

Roth adds that the research with flexography and keyless offset may create a "win-win situation for newspapers." ☐

"Those who would deny freedom to others deserve it not for themselves, and, under a just God, cannot long retain it."

Abraham Lincoln, 1859

Although Lincoln's eloquent words addressed the tragic contradiction of human slavery, they apply universally where one entity is unjustly restrained or restricted solely for the benefit of another.

For almost 100 years, America's railroads were bound in servitude to various special interests, and stiffing federal regulations prohibited the railroads from competing freely in the marketplace. With little hope for an equitable return on investment, railroads deteriorated. Lacking the freedom to conduct business in a reasonable manner, many became insolvent.

In 1980, the Staggers Rail Act lifted some of the more crippling regulations. Today, after heavy investments in equipment and repair, railroads are providing the type of service the nation needs. In areas where trains once lurched and swayed at 10 mph, they now roll smoothly at 70. Where bankruptcy was once a widespread threat, financial health is slowly becoming a reality. Suffocating regulatory red tape has been replaced by marketing initiatives and innovative services.

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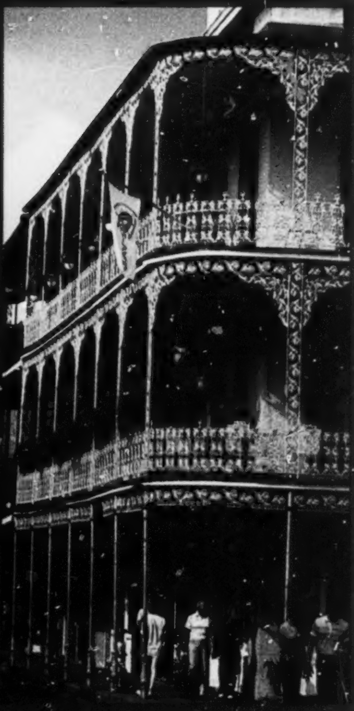


If there was any doubt that electronics are as synonymous with newspaper production as ink and newsprint, it was put to rest at the 57th Annual Operations Management Conference & Exposition.

"Countdown '90s, Demand$-Decision$-Direction$," was replete with examples of how electronics—mainly computer-based equipment—is making the complete circuit in print media, especially in the prepress arena.

As OMC&E Arrangements Committee Chairman Joseph M. Ungaro noted, the 1985 show proved that "this will be the decade of pagination and graphics manipulation."

Riding the crest of the electronics wave are personal computers. PCs, which can be purchased off the shelf in thousands of computer and department stores, increasingly are being linked in "networks" to perform many newspaper functions. "They will do the whole gamut," one speaker said.

But some issues are not so clear-cut. For example, there was debate over the relative merits of offset versus flexography. Some press manufacturers are betting that offset will continue its domination of the newspaper market into the 1990s, while others are taking a more enthusiastic approach toward emerging flexo technology.

The Conference also was a time for confronting some more immediate concerns. Thurman R. Pierce Jr. of J. Walter Thompson Co. warned that newspapers' apparent gains in ad revenue are, more than anything else, the result of rate increases. If newspapers don't shape up, he said, "You'll wake up one day to find another medium is now number one. . . ."

The backdrop for it all was one of the most famous cities in the world: New Orleans, with its flashy French Quarter, legendary jazz, Mississippi River setting, and unequaled Creole and Cajun cuisine.

This year's gathering was ANPA's first technical conference in the 267-year-old Crescent City since 1973, and it was the 98-year-old Association's first major meeting there since 1975, when for the first time the annual Convention was held outside New York City.

Although the 1985 Conference did not shatter attendance records of previous years, with 1985 registration of 10,054 newspaper employees, suppliers and others, it was a record-breaker in other respects. An unprecedented 242 vendors occupied the biggest-ever amount of net exhibit space, 265,000 square feet. From that standpoint, the show was 10-percent bigger than the 1984 Exposition in Atlanta.

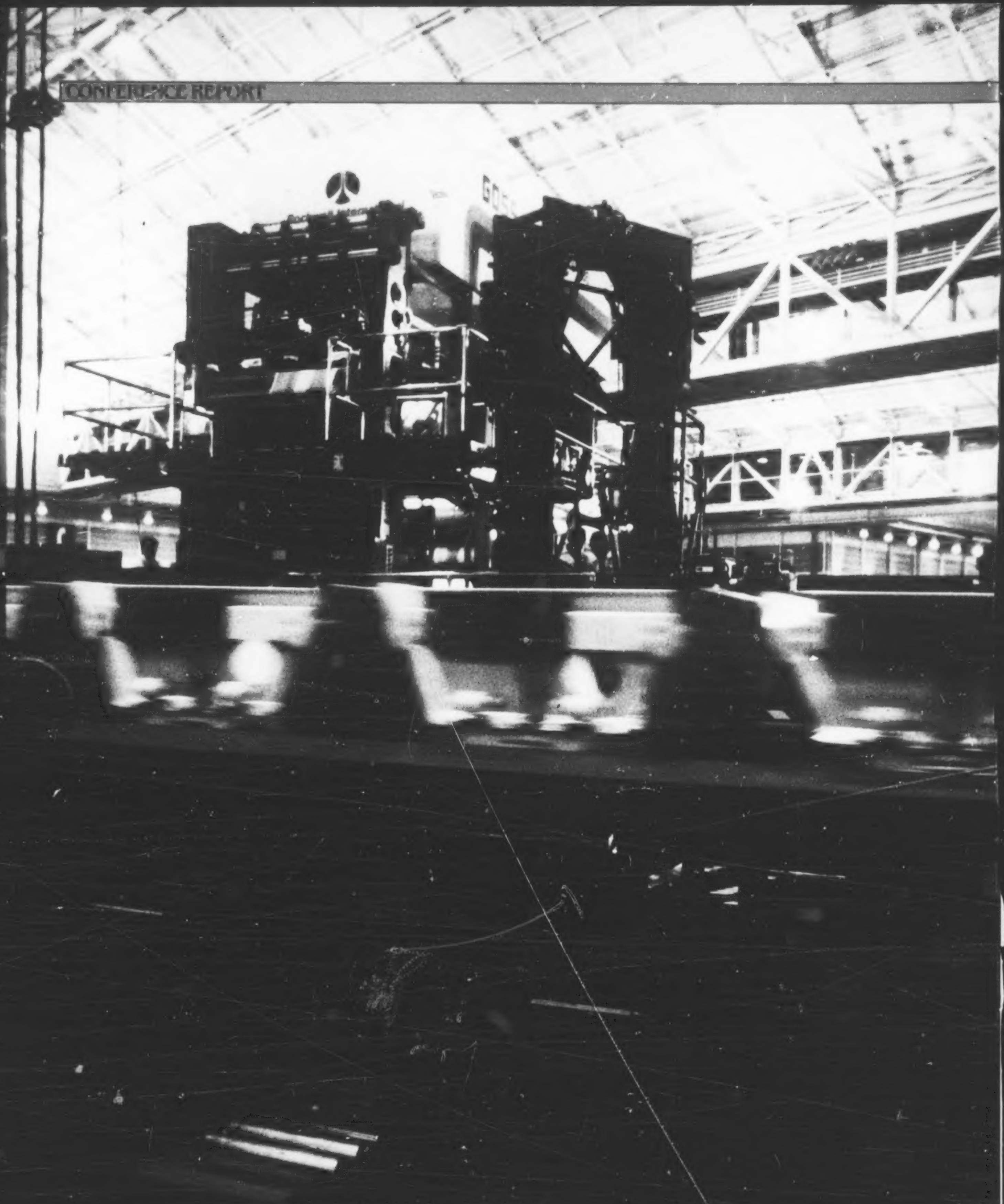
The New Orleans Convention Center, which housed several pavilions of the 1984 World's Fair, is ranked as the eighth-largest convention center in the United States. However, the ANPA show was so large that it filled that building and the smaller Rivergate Exhibition Center three blocks away.

There are plans to expand the New Orleans Convention Center by another 300,000 square feet, and convention center officials say that work could be finished by 1989—the year the Conference & Exposition returns there.

At the rate the ANPA show is growing each year, it will be needed.

In a fashion, that growth is reflective of the health of the newspaper industry overall.

And the 1985 event was perhaps best summarized by ANPA Chairman and President Richard J.V. Johnson, who noted that the newspaper business in recent years dealt successfully with stiff challenges. Now, he said, with the countdown to the '90s under way, newspapers are "stronger, more progressive and more productive than ever." □



Two-unit Goss Headliner with color deck feeds Rockwell vertical-tray mailroom delivery system.

It was a year to make good on many old promises

BY PAUL KRUGLINSKI
presstime technical writer

All things in due time. That adage seemed to be the unofficial, underlying theme of the equipment exhibits at this year's Operations Management Conference & Exposition.

There were technological advancements on all fronts, as a record 242 vendors displayed their products in exhibits that consumed 265,000 square feet, also an all-time high, of the Rivergate Exhibition Center and the New Orleans Convention Center.

Although newspaper-technology experts said the advancements were not of a seismic nature, attendees were pleasantly surprised by the multitude of new applications of existing technologies. There was a feeling that many promises, some very old ones, were finally nearing reality—that many vendors are close to assembling all the dislocated pieces of longstanding newspaper dreams.

This was particularly true in two areas: manipulating graphics and color pictures, and basing advanced newspaper systems on personal computers.

In addition, almost all pagination vendors had intricate, interactive demonstrations in which text and graphics were merged and recorded on film or plate.

Vendors of various products expressed general satisfaction with the show and the responses to their exhibits. Many remarked favorably on the "quality" of the attendees. "The people that were here were genuinely interested and valid prospects," observed Frank Fleming, international product manager for King Press Corp. "I've been coming to ANPA for years. This may be one of the slowest shows, but it may be one of the best from a business perspective."

Some veteran Exposition-goers attributed the perceived lighter-than-usual traffic to the fact that for the first time the show was held in two different buildings, which were three blocks apart.

Looking on the brighter side, a number of vendors said the constant flow of people back and forth between the halls served to open up the aisles of the Exposition floors, enabling them to market their wares on a more personal level and allowing newspaper people to gather information more selectively.

Web Press Inc. exhibited tandem press line that prints a single product.

Newspaper registrants offered another reason for the crowd spread. Many believed the myriad new products and demonstrations forced attendees to divide their attention among a greater number of exhibits, according to Joseph M. Ungaro, president and general manager of Westchester Rockland (N.Y.) Newspapers Inc. and chairman of the OMC&E Arrangements Committee.

"The larger number of exhibits (this year) gave people more to see," he said, "and there was a lot more to see that people wanted to see."

While the Exposition had many press and mailroom vendors occupying a large portion of the floors, Ungaro said "there were no dramatic breakthroughs or significant changes" in these areas. "The real news of the Exposition was the significant progress in pagination and graphics. It shows this will be the decade of pagination and graphics manipulation."

Ungaro, whose newspapers were the first to implement pagination in early 1981, likened the current era for pagination and electronic prepress equipment to that of 1975 for front-end systems, when vendors were at the point of solving most major problems.

"We went through three or four years of promises," he said. "Now, we're starting to see reality. That's the striking thing about this show. Newspapers want to see this thing (pagination and graphics manipulation) pulled together, and the vendors are beginning to do it."

Pagination and front-end systems.

Several systems vendors took the opportunity at New Orleans to jump on the pagination bandwagon. Also, those already aboard conducted demonstrations of graphics manipulation as arabesque as French Quarter ironwork.

Continuing a trend that began three years ago, nearly all the demonstrations included equipment not made or marketed by the vendor showing the system. The consensus remains that no one vendor has the complete pagination system, yet the ideal system seems nearer.

Autologic Inc. introduced and demonstrated its new family of Page Image Processors, the APS 55/200, 300, 400, 500 and 800. The firm said the devices link existing front ends and several image recorders, can store 50 to 1,500 fonts on-line, and have the ability to record graphics and text. The APS 55/800 was designed specifically to build and record full newspaper pages.

The firm also demonstrated the APPS-1 pagination system. It employed an ImagiTex scanner scanning line art and continuous tone ("contone") pictures. Images were recorded on plate, negative film and phototypesetting paper. The system also dummied pages using a new electronic page makeup system that has some display ad makeup capabilities.

Hastech Inc. had many new product demonstrations, including the Layout Magician dummying terminal, which employs the advanced Motorola 68000 chip and which can be used as both an editorial and classified terminal. Also demonstrated was a new central processing unit, based on the new Digital Equipment J-11 chip, which drove NewsPro and AdPro pagination terminals and new and old Magician terminals.

Xenotron Inc. demonstrated its "entry level" CPU that accommodated two AdMaster workstations. The firm said the device supports up to eight workstations.

The ArtMaster workstation, introduced last year, has undergone substantial hardware and software improvement. Line art and continuous-tone art were scanned into it and recorded on a Monotype Lasercomp imagesetter. Among the improvements were data compression, which allows graphics manipulation instantaneously, a higher resolution monitor and cartridge-tape backup for storing graphics.

Information International Inc. demonstrated its 4500 Display Ad Makeup workstation, which included increased graphics and text-composition capabilities and the ability to rotate type and graphics at one-tenth of a degree.

Teragon Systems Inc., formerly Liber Systems, demonstrated significantly enhanced graphics capabilities, particularly adjustable tints, for its pagination system.

Harris Corp. had an interactive demonstration of its 8300 PLS system for text, news and advertising layout, and for image processing. The firm scanned graphics into the system with an Imagi-Tex scanner and recorded full pages on a Lasercomp imagesetter. The firm also demonstrated a new editorial front end.

Cybergraphics Systems Inc. added its CGS 300 graphics workstation to the company's pagination demonstration. Part of the demonstration included using an Autokon 720 scanner to digitize line art and contones into the 300.

The firm also demonstrated a prototype CPU, based on the new J-11 chip, that houses 160 megabytes of redundant disk storage and supports 16 terminals. Images were recorded on a DRS laser printer and on Lasercomp and Linotron 202 imagesetters.

System Integrators Inc. joined the pagination parade, bringing to the show a "pagination lab" that included a new graphics subsystem and a static display of a plasma screen—a thin terminal with an orange-on-black display.

The company demonstrated its new Coyote MB workstation, a terminal with one megabyte of random-access-memory, headline-fitting capability and a hyphenation dictionary. Also introduced and demonstrated was the new System/25, an editorial and classified system using much of System/55 software but targeted for newspapers with circulations under 50,000. Part of the demonstration included a new Dakota data-entry terminal.

Composition Systems Inc. introduced and demonstrated components of its future pagination system: Expert Shape Up, a press configuration, plating and webbing package, and Expert Dummy, an electronic text and ad-layout system.

Atex Inc. demonstrated a new version of its editorial layout system that allows simultaneous viewing of two non-consecutive pages, standard and custom versions of its Integrated Advertising System, its Integrated Publishing System for magazine layout, and a display advertising package that is still under development. The firm also showed an advanced editorial terminal and a two-way telecommunications package for personal computers.

Mycro-Tek demonstrated its Mycro-Comp 550 editorial and classified front end.The system was used to enter text for the Adtouch display advertising terminal. Output was on a Titus plain-paper laser printer using 60-pound coated paper that can be waxed. Also demonstrated were improvements to the 1100 Plus system including spelling-check capability, horizontal scrolling and a split screen.

Peter C. Power of Power Strap points out features to Charles E. Blakely (right) and John R. Aldridge of Guide Newspapers, Gretna, La.

Teleram Communications Corp. showed its new Star Link clustered editorial system based on the Unix local area network. The system uses the firm's lap portable computers but could be used with other PCs.

CText Inc. demonstrated its new System II, a software duplicate of the IBM PC-based System IV editorial front end. The new system uses the firm's own PCs, which cost 25 percent less than IBM's. The new software demonstrated included user-definable file directories, previous-/next file retrieval, headline fitting, text editing and tracking, and faster hyphenation and justification. A PC preview terminal was shown that allows operators to view text and ads prior to typesetting. A working classifed system was demonstrated, and all systems offered redundant data storage.

King Systems International Ltd, a new vendor to the show, demonstrated an editorial bureau system using a Megadata (MS-DOS) personal computer. The firm also demonstrated a Unix-based central processor that allows 16 terminals to be used in a local area network.

Concept Publishing Co. demonstrated its Newsset editorial package running on Apple IIe PCs with on-screen hyphenation and justification, enhanced search and replace, and user-defined directories. The firm also demonstrated its new Adnet classified program with accounts receivable that schedules ads for multiple publications and automatically updates rate changes and does billing. In addition, there was a demonstration of a Macintosh PC as display ad makeup terminal; text and ads were set on a LaserWriter.

Bestinfo, another new exhibitor, demonstrated its Superpage pagination package running on an IBM PC AT and recording on a Linotron 101 imagesetter.

Xitron demonstrated its XM-16 "electronic softswitch," a controller that links front ends, wire-service receivers, other computers and storage devices. The firm also ran the Turbo X editorial and classified system.

Xeta demonstrated a new keyboard that can be used with Atex terminals and most MS-DOS personal computers. The firm introduced a one-megabyte expansion board for Atex front ends, an Atex-compatible amber or green monitor, a high-resolution replacement monitor for Atex terminals, and an 80-megabyte hard disk drive that has a faster data-access speed and consumes less energy than the drives it replaces.

Newspaper Electronics Corp. demonstrated the SORD IS-11C lap portable computer. The device's liquid crystal display showed 25 lines with 80 characters each, and the unit comes with 80 kilobytes of RAM and 128K of cassette data storage. Other features include text manipulation, search-and-replace, a calculator, a calendar, a notebook and a telephone directory. The firm is selling the device with word processing, a telecommunication program, an eight-hour built-in battery, a 300-baud modem and auto answering.

The firm also demonstrated a controller for personal computers that links wire-service receivers, printers, typesetters and other computers.

Titus demonstrated a lap PC similar to the SORD but with 64K of RAM and 360K of 3½-inch disk storage, along with a transportable PC using the same software. Titus also demonstrated several plain-paper typesetters, a Sword 8 PC-based front end and a local area network the firm said will support up to 64 terminals.

Switch & Mux showed its Newsline 200 portable front end, which uses the new Tandy 200 lap computer. Along with a battery pack, modem and cassette storage, the device comes with a one-step telecommunications package and six Tandy programs. The firm also demonstrated a telecommunications package that allows an Apple IIe to transmit and receive stories from 10 different front ends.

Digital Technology International, a first-time exhibitor, demonstrated an editorial and classified system, running on a Molecular computer, that also included a number of business packages. The firm said the system is the only one that combines composition and business programs on one system.

Publishers Data Systems Inc. showed the Tandy model 1000 personal computer as a text-entry terminal for its front-end system.

Electronic prepress.

The electronic prepress exhibitors drew attention on two fronts: electronic color separation and digital graphics manipulation.

Hell Graphics Systems Inc., formerly HCM Graphic Systems, showed three models of its color scanner line, including the new Colt 100 "entry level" laser scanner, with achromatic color removal and dot generation. Hell demonstrated its new Laser Set LS-210 imagesetter which can record text and graphics either as a facsimile writer or as an output device from a front-end system. SII said the LS-210 would be the imagesetter for its pagination system.

Of particular interest was the demonstration of Hell's News Plan Station, a color manipulation system similar to the Chromacom, using images frozen from a video camera to produce color pictures. Images captured on the system were cropped, rotated, enhanced or distorted.

SII Sierra Pagination System

SII's Fred Brauer (right) explains plasma screen to Rudolf Knepper (left) and Heinrich Meyer of Axel Springer Publications, Hamburg, West Germany.

Teragon's portable, monotone scanner

Royal Zenith Corp.'s demonstration of the new 200-S scanner with the new color preview monitor drew large crowds because it was the only scanner on the floor producing separations. The system used a Kodak Ultratec processor and Dupont film and chemistry. The system's operators corrected color and tones, removed achromatic colors, calculated dot gain and matched separations to various newsprint colors.

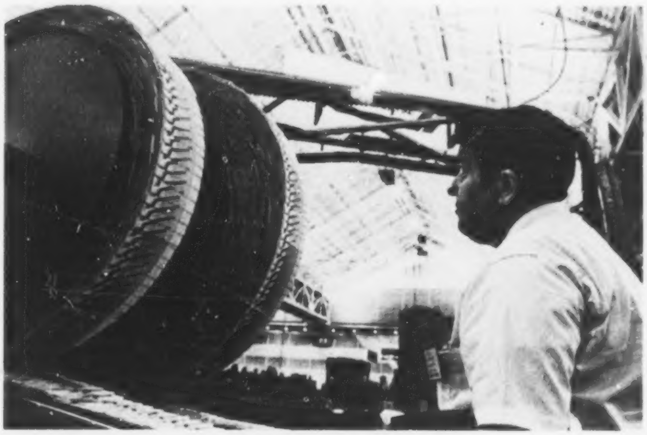
Royal Zenith also demonstrated the new RZ200 AC-Autocut automatic mask cutter and layout design system, which was used to create graphs, maps, page layouts, and various geometric and free-hand designs.

Scitex America Corp. used an interactive demonstration to introduce its new Raystar Laser Imager, an imagesetter with a 17½-by-25-inch format scanning at 2,000 lines per inch and producing screens of 65 to 150 lpi. The demonstration included a Xenotron PageMaster workstation generating the text and page layout, and a Response system producing the color separations and driving the Raystar. Both text and separation were merged onto four pieces of negative film.

Scitex also demonstrated its Satlight transportable scanner, linked to an ECRM Autokon 8400 monotone scanner, and the Response 500 system that had both page layout and design capabilities.

DS America Inc. showed the SG 608 dot-generation scanner, the new SG 101 light-emitting-diode scanner with dot generation and text-handling capabilities, and its new line of lithographic and rapid-access film processors. The firm also demonstrated its Rollmatic 490 same-size camera/processor.

Crosfield Electronics Inc. showed five



Richard A. Blom of Lee Enterprises studies Muller-Martini stacker.

scanners, including these: the Magnascan 530, an entry-level contact-screen scanner; the dot-generating Magnascan 610E; the dot-generating and achromatic-color-removing Magnascan 635E; and the new Datrax 765 direct-to-plate or film output recorder.

Among Crosfield's demonstrations were CPU-to-plate using a Xenotron PageMaster workstation producing pages on a Datrax imagesetter with a Monotype raster image processor, the off-line Scanset computer system for analyzing transparencies and setting scanner values, a Studio 820 color assembly system, the Scanscale system for sizing and angling artwork prior to scanning, a Scanview 600 system for receiving images from a Magnascan 645I scanner, and a Studio 865 color page-composition system manipulating both text and graphics.

Isomet Corp., a new vendor at the show, displayed the PDI 355 and the PDI 155C color scanners. Both offer dot generation and achromatic color removal.

Eikonix, another new exhibitor, shared a booth with Eastman Kodak, which purchased the firm recently, and was located next to Atex, another Kodak company. Eikonix demonstrated its color separation system that digitizes color pictures that can then be brought up on a monitor and manipulated.

Chemco Photoproducts Co. recorded full pages with its News-Scan 1000 imagesetter using a Camex graphic subsystem. Also demonstrated was an enhanced CAPS, or computer aided prescan system, that evaluates transparencies and reflective copy prior to scanning.

ECRM had more of its equipment at other vendors' booth than its own. The firm demonstrated its new Autokon 1000 scanner/recorder, the Autokon 2000 input scanner and the ECRM Pelbox, a raster image recorder that produces 1,000 lines per inch at five inches per minute.

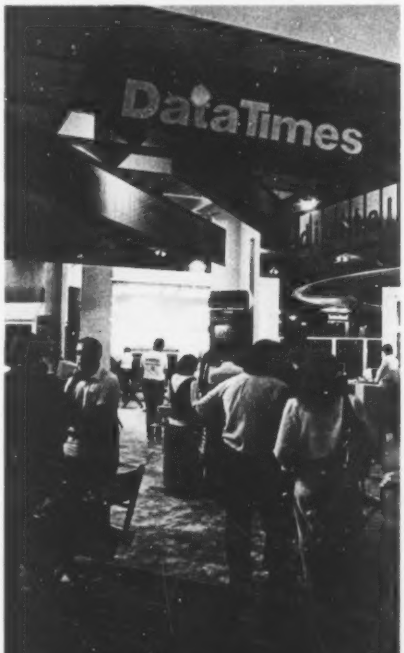
Muirhead Inc., occupying a corner of the ECRM booth, demonstrated its Electronic Picture Desk, which captures and manipulates wirephotos, recording images on an Autokon 8400.

Camex Inc. demonstrated its Breeze system using scanned art from an ECRM Autokon 1440 and recording display advertising on its SuperSetter imagesetter.

Monotype Inc. demonstrated a new graphics terminal using an ECRM Autokon 8200 scanner and graphics subsystem and recording on a Lasercomp imagesetter. The firm also demonstrated the LaserScribe 8415 laser printer as a proofing system, a remote diagnostic system for Monotype equipment and a PC-based "emulator" that allows different systems to use the Lasercomp without the need to purchase new software.

Teragon Systems demonstrated a Hasselblad portable monotone scanner, which allows black-and-white pictures to be transmitted from remote places.

Autologic demonstrated two new text and graphics imagesetters—the APS-6 CRT Raster Imager (70- and 100-pica models) and the APS-6 Laser Imager (80 picas). The firm used several laser imagesetters to demonstrate its text and image-processing products. Among the recording devices were the Canon LBP-CX printer, Dataproducts LZR-2600 printer, ECRM's Pelbox raster image recorder, and Data Recording Systems LaserScribe 8415 plain-paper printer, which produced halftones at 800 dots per inch. The firm also showed the new 3M Model 1125 Plate Coater to be used with the APPS-1.



Allied Linotype had interactive demonstrations of four new products. Series 100, a system the firm believes newspapers can use to generate business graphics, consisted of an Apple Macintosh using Adobe Postscript software driving an Apple LaserWriter and a Linotron 101p imagesetter. Series 200 was an IBM PC-based system using PagePlanner software. The Linotype Graphics System employed a CR-Terminal 200, an ImagiTex scanner and an ImagiTex graphic workstation to manipulate line art and contones. The Linotron 300 produced images at 2,540 dots per inch.

Interleaf Inc., a first-time exhibitor, had an interactive demonstration of its text and graphics workstation. The firm used an ImagiTex scanner for digitizing art and recorded the graphics on a laser printer. The firm said it plans to market the system to editorial and market research departments.

Gerber Scientific Instrument Co., yet another new vendor at the show, demonstrated the Laserite it acquired with its purchase of EOCOM last year. Also demonstrated was its new Auto Prep 5000 Model II electronic masking system that plots images on either film or rubylith and provides camera-ready mechanicals.

Also making its ANPA debut, Apple Computer shared the demonstration of its PCs with Digital Technology International and Manhattan Graphics Corp. Apple demonstrated its MacPaint and MacDraw packages for creating editorial graphics. Digital demonstrated its display ad makeup program on the Mac, while Manhattan ran its page composition package on the PC.

Chesley F. Carlson Co. introduced and demonstrated the Sharpscan scanning densitometer, which determines exposure values for the firm's Super Shooter exposure controller. The systems can store screens, halftones and line copy. The firm also demonstrated its new ScanCal, an off-line prescanning system that analyzes exposures of transparencies and reflective copy prior to scanning.

Dewer Information Systems Corp. demonstrated its new Discovery display ad makeup and pagination terminal. The device is compatible with most imagesetters and will accept digital images.

One for One, another new vendor at ANPA, demonstrated a raster image processor running on an IBM PC XT and recording images at 200 dots per inch on an electrostatic printer. The product is being marketed as a proofing system.

Software.

Two firms—Newspaper Systems Support and Engineering Associates, and Freeman-Mayhew—demonstrated their software on Digital Equipment Corp. equipment. NSSE ran editorial and classified programs on a PDP 11/84 computer with modified Rainbow PCs serving as text-entry terminals. Freeman-Mayhew ran editorial, classified and wire-service software on older DEC computers, but the firm announced that the packages would soon be running on DEC's new MicroVAX II.

Software Consulting Services demonstrated Layout-8000, the firm's latest version of ANPA's Layout-80™, with more dummying styles and enhanced graphics and coupon-handling capabilities. The firm also demonstrated ReQueSt-DB, the ANPA-developed teletext system for newspaper applications, and the circulation system SCS recently purchased from Call-Chronicle Newspapers Inc. of Allentown, Pa.

LAN Systems demonstrated its TMC program, running on a Burroughs B90 computer, with merge/purge of addresses as a new function. The firm showed its file-transfer program, which allows data to be "downloaded" from the mainframe to a B25 or other personal computer for use in conjunction with financial-analysis programs. Also introduced was order-entry and inventory control for newsprint and other materials.

Collier-Jackson Inc. brought demonstrations of five products: CJ/Layout, the firm's version of Layout-80; CJ/Ad Tracking; CJ/Newsprint, which tracks and monitors newsprint inventory; CJ/Execulink, which allows information in CJ programs to be used with Symphony software in a PC for analysis or inclusion in a report; and CJ/Report Writer.

Vision Data Equipment Corp., using DEC computers, demonstrated a circulation program with "automatic sacking," which creates ZIP-Code sack numbers in compliance with postal regulations. The firm also demonstrated two classified programs for transient ads; they can be used independently or with an existing front end. Another program demonstrated allows TMC programs to be updated automatically to reflect changes in postal-carrier routes.

Creative Data Systems demonstrated portions of its new Market Information System Support, a program that allows newspapers to compare their own databases against Dun & Bradstreet's for analytical purposes. The program, which ran on IBM's System 36 and 38 computers, allows newspapers to identify potential sales revenues by territory.

Whalen Computer demonstrated its circulation, ad manifest, ad and classified billing, mail subscriber, accounts payable, general ledger, payroll and TMC programs on AT&T and IBM personal computers. The PCs were linked in a local area network with an IBM PC AT with 110 megabytes of disk storage used as a file server. Among the features are a lockout system, which prevents two people from working on the same file simultaneously, and the ability to transfer data into the MultiMate program for analysis and report writing.

Linotronic 300
Sharp laser image
Linotype
Graphics System
...digital image processing
Line art and photographs
Enhance tonal values
Crop, size, collage, airbrush and rotate
High quality image recorder

There were numerous developments in electronic graphics systems.

Data Sciences Inc. demonstrated several new packages including display-advertising accounts receivable, TMC, a financial spreadsheet and other programs running on Texas Instrument computers.

EFAX Corp., a first-time exhibitor, used IBM PCs in a Unix network to demonstrate its system for controlling inventory, purchasing and ordering spare parts, and assisting in preventive maintenance for equipment.

Media Data Systems Inc. demonstrated a newsprint inventory and tracking system that runs on MS-DOS personal computers. The system can capture electronic manifests and track newsprint through the use of bar codes.

The Toronto Star, a first-time exhibitor, used an IBM PC AT to demonstrate its classified layout system. The paper said the program is compatible with most existing front ends and can pass manipulated file pages back to front-end systems.

Hastech had a prototype demonstration of its Business System Software for the new DEC MicroVAX II computer.

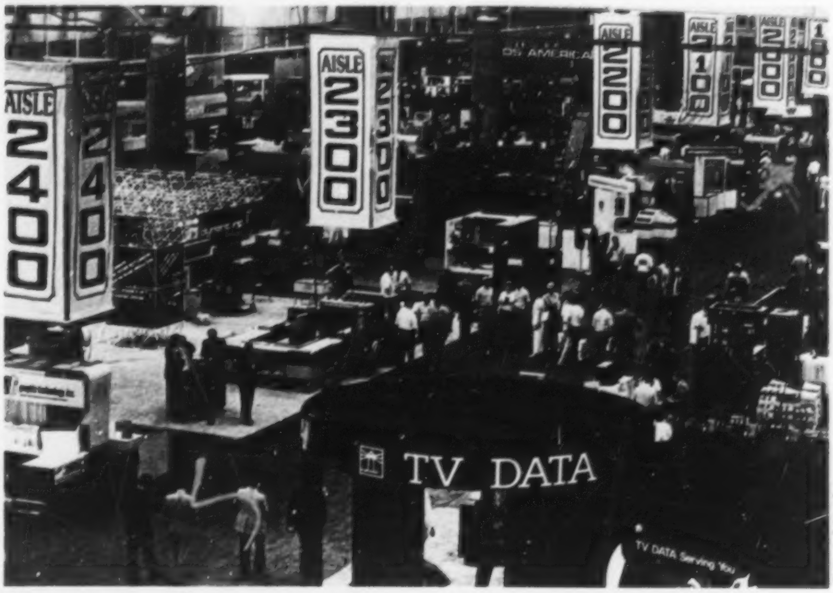
Press and mailroom.

Among the press suppliers, Officine Meccaniche Giovanni Cerrutti S.P.A, or simply Cerrutti, was a first-time exhibitor. The Italian press manufacturer, which recently converted Il Gazzettino of Venice to flexography, showed a static unit of its double-width flexographic press.

Motter Printing Press Co., formerly Kidder-Stacy, continued to refine its demonstration of flexography. The firm ran a two-unit press with a color deck printing a four-section, broadsheet newspaper product with process color printed on each section front and back. The press ran at 55,000 copies per hour.

Harris Graphics Corp. demonstrated a two-unit NC 400 single-width offset press printing a two-color, eight-page tabloid.

Publishers Equipment Corp. shared a booth with King Press Corp., which PEC purchased from Solna Inc. last year. King demonstrated two units of a News King single-width offset press; it printed a two-color, eight-page tabloid that was quarter-folded at 22,000 iph.



C David Rambo

For the first time, exhibits required two halls—one of which was the Convention Center.

Solna demonstrated a two-unit, single-width Distributor offset press printing a four-color, eight-page tabloid.

Hantscho Inc., with its own booth for the first time, had static displays of its Mark 10 single-width offset press for printing inserts, a combination folder and a computerized press console.

Baker Perkins PMC, a commercial press maker and another initial exhibitor, showed a static unit of its G-16 CW commercial press.

Web Press Corp. had a static display of two offset press lines that could be used in tandem to print a single product. One line had a four-color Quadra Color unit with three Atlas units. A second line of Atlas units fed the first line's folder.

Taft Equipment Sales Corp. had a static unit of the TKS M72 double-width offset press with a reversible color deck.

Among the mailroom exhibitors, Graphic Systems Division of Rockwell International Corp. (Goss) used the products printed on a Headliner offset press to demonstrate a new belt-stream, 60-degree loop conveyor; it fed the new GPS 5000 counter-stacker that bottom wraps bundles. The system also included a Signode tying machine and Goss' new vertical tray delivery system. A unit of the GPS 3000 stacker was on display.

Harris Graphics had an interactive demonstration of two new products—the NP-100 palletizer and the NP-160 stacker/tier, which collects, ties and bottom wraps bundles. The firm used an NP-1472 automated mailroom system in dual-delivery mode to feed two NP 160s. One collected, tied and bottom wrapped bundles; the other made bundles that fed the palletizer, which created nine-bundle layers six high on pallets.

Ferag Inc. demonstrated its roll palletizing and depalletizing system with a single-grip conveyor.

Muller-Martini Corp. demonstrated a similar roll palletizing and depalletizing system. The firm's demonstration included a Daverio single-grip conveyor, a stream direction turner, a 275 inserter and a 310-20 counter/stacker.

Quipp Inc. demonstrated a conveyor that uses a vacuum and continuously moving belt to advance bundles.

Ovalstrapping Inc. demonstrated its new JP 40 tying machine, which the firm described as an entry-level device that handles 30 bundles per minute. The company also demonstrated the new Pacer-feeder with a JP 80 tying machine and counter/stacker. The Pacer-feeder is designed to be used to control unstable, heavily inserted bundles.

Hall Systems Inc. demonstrated a new counter/stacker, the Monitor HT, and a new belt-stream conveyor.

Separately, FMC Corp. and IDAB Inc. demonstrated automatic wire-guided vehicles that move rolls of newsprint. IDAB's demonstration used an IBM PC to control the movement. IDAB also displayed its new News-Sort bundle distribution system with double-bundle trays.

Malow Corp., a new exhibitor, demonstrated a tying machine.

Stepper Associates Inc. demonstrated its Model 1630 collator, which collates large newspaper sections with multiple inserts. The firm said the device could be used at the printing plant or at remote circulation drop sites.

Miscellaneous.

The smaller exihitors, those with 10-by-10 or 10-by-20-foot booths, have traditionally been known for their innovation in applying new technologies. This was particularly true as PCs continued to invade the business and the Exposition.

At the same time, telecommunications exhibitors continued their exodus from the show. Only VU/TEXT, with enhanced indexing and search features, and InfoAmerica, a newcomer with a public-access video terminal, had demonstrations of their products. AT&T Information introduced a new line of PCs.

Also, more "non-technical" vendors, such as The Washington Times and King Features Syndicate, are using the show as a forum for their marketing and advertising products. This year four wire services showed up, including:

The Associated Press, which demonstrated its new Dataphoto 841 laserphoto receiver and Datapoint photo receiver for international wirephotos.

Reuters Ltd., a first-time exhibitor, which demonstrated its News Report, News Picture Service and Financial Report. Muirhead, which shared part of the booth, demonstrated a picture preview terminal with limited editing capabilites.

Agence France-Presse, another first-timer, which demonstrated Pixar, a wirephoto capture and storage system. The agency said the system has a capacity of 100 photos (140 megabytes of storage), can receive both analog and digital pictures from AP, UPI or AFP, and displays 15 pictures simultaneously.

Other exhibitors included Data Times and Advanced Imaging Devices Inc., both of which demonstrated optical systems.

Data Times showed its new Compact Optical-Disk Storage Library System. The firm said each optical disk contains 600 megabytes of storage. The firm also demonstrated a two-way satellite storage and retrieval system for storing data, and Sportstrak, a statistical database manager for editorial operations.

AIDI, a newcomer to the show, demonstrated a system that allows video images to be recorded on film and an optical-disk photo storage system that allows up to 50,000 black-and-white pictures to be stored and retrieved from laser disks. ☐

SESSION DAY 1
JUNE 10

- Ingredients for success
- A [illegible] on market share
- Pagination is maturing
- Ideas for higher quality

Johnson urges technical focus

Interest in and knowledge of the technical end of newspapering are at all-time highs within the business, and the timing couldn't be better, according to ANPA Chairman and President Richard J.V. Johnson.

In his chairman's address at the opening General Session, Johnson said demands from readers and advertisers require this greater attention to technical matters.

"This mid-point of the 1980s finds us faced with a wide variety of demands from our readers and advertisers," he said. "Demands for higher quality reproduction; demands for increased color; demands for new distribution forms; demands for economy and efficiency; and demands for stringent environmental controls."

Picking up on the theme of this year's show—Demand$, Decision$, Direction$—Johnson said the equipment shown at the Exposition and the subjects discussed at the Conference would help newspaper executives make the "decisions" necessary to meet the "demands"—"from pagination to presses, from news-gathering technologies to new marketing concepts."

Emphasis on newspaper technical matters, however, is no longer limited to a once-a-year airing at the Conference and Exposition.

"We are spreading the technical word far beyond this big meeting; we are telling the tale at the (annual ANPA) Convention, at special workshops, and in seminars and training sessions all around the country and all year long," Johnson said. As a result, "more newspaper executives than ever before are conversant with technical topics."

If seminars and training sessions are keys to unlocking technical knowledge, having the correct training tools is a key to successful teaching. For newspapers, these tools include state-of-the-art equipment and supplies.

Johnson acknowledged the companies, many of them represented at the session, that had donated supplies and equipment to ANPA's technical research and training facility at Reston, Va. And then, as if to illustrate how such cooperative efforts can help newspapers address current technical issues, the ANPA chairman announced that TKS-USA, the Japanese press manufacturer, would donate a $750,000, double-width, flexographic newspaper press to the Reston facility. (See story, p. 67.)

In thanking TKS-USA President Yuichi Okamura for the donation, Johnson noted the "great interest" today by newspapers in flexographic printing and said "much flexo development work remains to be done—particularly with respect to water-based inks." The TKS donation will permit ANPA to "do more effective research work" on the subject, he said.

Johnson also took the General Session opportunity to reiterate the three "special targets" he has set for the newspaper business—printing quality, minority opportunity and literacy.

Printing quality is at the top of his list, he said, because "newspapers across the continent sink or swim together in the quality boat."

Johnson (left) thanks Okamura (center) and James R. Price of Taft Equipment Sales Co., the U.S. marketing agent for TKS.

On minority opportunity, he noted that the Association is working through the ANPA Foundation "to give individual newspapers tools they can use to further minority employment in their own plants."

On the need to improve literacy, Johnson made a special appeal to the non-newspaper companies represented at the session to get their firms involved in the effort because "We are all affected." ☐

As times change, newspapers can help readers by explaining the context of events

Americans today are straddling eras—the waning industrial society and the onrushing informational society—and the newspaper business should play an integral role in helping people maneuver through the shifting times.

John Naisbitt

In the view of *Megatrends* author John Naisbitt, "people need something to hold on to" amid the profound changes occurring in this "age of parenthesis," and that's where newspapers come in.

"You can give people a structure by letting them know what's going on and putting it in a context for them," he told the opening General Session as he led off the "Mid-Decade Status" report. "And that's an important role for newspapers. They're certainly not getting it from television."

"Context" is a key word for Naisbitt, who burst onto the scene nearly five years ago with publication of *Megatrends*, a best-seller chock full of trends he identified by culling daily through hundreds of newspapers.

What he found in those newspapers were reports on thousands of events but little context in which to fully understand them. He's been adding the context ever since.

"We are an incredibly event-oriented society," he told the newspaper executives. "We just seem to go from one event to another, little noticing the process that is going on underneath."

To Naisbitt, what is going on underneath is generally encouraging, and he is relentlessly optimistic in his assessment of how current events should be put into context. A sampler:

Event: A story in the morning newspaper reporting a computer company has "gone under" carries a headline "Computer makers in severe slump."

Context: More than 13,000 new companies are being created every week in the United States, an unprecedented number. At the same time, the failure rate has not changed.

Event: There is an announcement that the national recovery rate is slowing.

Context: This is not a recovery, it's the new economy overtaking the old economy. It's marked by 3 million new jobs created in 1983 and 4 million last year. At the same time, the number of people coming into the workforce is declining. From now until the end of the century, people will be entering the workforce at half the rate of the last two decades.

Event: A record number of bankruptcies is announced.

Context: The number is tied to the huge number of new companies started—a record 700,000 last year. In the prosperous 1950s and '60s, there was not one year when the number of companies started exceeded 100,000.

Indeed, Naisbitt, who writes the syndicated column "Trendnotes" and whose Washington, D.C.-based Naisbitt Group still peruses 300 newspapers a day, believes that in the 1990s people will look back on this time as "the booming '80s. That's the context for today."

The last time this country saw an "entrepreneurial explosion" of this kind, he said, was the last time the country changed economies, from agricultural to industrial, similar to today's shift from industrial to informational.

Naisbitt can even see good news in the fact that in 1990 there will be 6 million fewer U.S. teenagers than in 1980. He said he could envision McDonald's being staffed by senior citizens. "Just imagine. Employees who can read and write."

The changes don't translate into good news for everyone, however. In Naisbitt's view, certain industries that are bucking today's trends will be in trouble. He singled out the three television networks that are on a "long, downward slide." They are losing their share of audience—from 93-94 percent in 1980 to 72-74 percent today, he said, and in cities heavily wired with cable TV that share is down to 51-52 percent.

The development doesn't surprise Naisbitt. He predicted it five years ago because the networks are structured against the trends he sees. They are run from "top down," they are centralized, and they are New York City instrumentalities—all things out of context in his view of today's changing society. □

The Register yields big return on efforts to

An inspiring account of how a newspaper that wasn't "doing all that well" evolved into a Pulitzer Prize winner brought rousing applause from the General Session audience.

The talk by N. Christian Anderson, editor of The Register in Santa Ana, Calif., concluded with a slide presentation of the paper's photographic coverage—all full-color—of the 1984 Summer Olympic Games in Los Angeles.

To the musical background of "Everybody Has a Dream," Anderson showed examples of how The Register displayed 300 color photos of the Olympics over a two-week period. Many of the pictures consumed a half page or more of the broadsheet daily, and the coverage captured the 1985 Pulitzer for spot news photography, as shown below.

"There are some things we do (at The Register) that can't be cost-justified," said Anderson, whose address was titled "ROI (Return on Investment) from Quality Printing and Content." He added, "Ultimately, we think there is a return on our investment, but it is not immediate—there is no two-and-a-half-year payback."

For his paper, editorial in addition to financial success can be traced to a decision by the owner, Freedom Newspapers Inc., "to invest a substantial portion of the newspaper's profits back into the product." That decision came in 1979, when The Register's primary competitor, the Orange County edition of the Los Angeles Times, had closed to within 38,000 daily circulation

'Rules' for higher quality

Improving printing and distribution quality may be expensive, but it pays big rewards.

Michael H. Heath, president and chief operating officer, outlined eight "rules" the Bergen Evening Record Corp. follows for better quality at its flagship paper, The Record of Hackensack, N.J.:

Michael H. Heath

1. "Whatever we're thinking about, it probably isn't worth the time if our advertisers are not interested."

2. "If you've done it the same way for the last 20 years (in our case the last five years), you're probably not doing it right."

3. "A lot of what advertisers want is in the pressroom. . . . Today, this generally means offset—and to a growing degree, perhaps, flexography in the future."

4. "If the pressroom doesn't have it, you may be able to help your advertiser with solutions in the mailroom," such as on-line inserting of preprints. It may offer "significant marginal cost advantages" for both advertisers and newspapers.

5. Policies on color must be re-examined. "Is it really fair to charge 35- to 40-percent more" for a color ad "if your total costs don't change by a similar amount?" he asked the General Session audience. "You may also want to look at minimum restrictions on color advertising. Removing them will get you color linage that (advertisers) otherwise couldn't afford or justify. And it will get you that linage at a much higher line rate."

6. "If you're not dedicated to quality, your advertiser will try to find someone who is, and he will likely not be your friend."

7. "If you've done all these things, you've seen the tip of the iceberg and are ready for more." It is time to attack such issues as ink rub-off.

8. "If you're discouraged about the amount of effort and cost to follow the other seven rules, take heart," Heath said. Following these rules has resulted in increased revenues and ad volume for The Record, he reported. Color page premiums are half of what they were in 1980, yet revenue "was up over 300 percent in this category." ☐

improve content at any cost

of the Santa Ana paper.

New Goss Metro and Headliner offset presses were installed as part of a $70-million capital spending program that will culminate this year with the opening of The Register's new office building, Anderson said. Another major purchase was of a Hell laser scanner. This was followed by acquisition of a Hell Chromacon system that allows an operator to manipulate color within a photograph.

All of The Register's success, Anderson said, "stems from a simple mandate from the top: Do it right, and always with the customers in mind."

Anderson said that when he was hired in 1980, The Register's publisher, R. David Threshie, made clear his objectives:

- He wanted color reproduction better than that of any other newspaper in the country.
- "He did *not* want to know how much it cost—he simply wanted to do whatever it would take to get the best quality. And to this day, there is no accounting for the costs of editorial process color in The Register."

"So," Anderson continued, "we start with the best transparencies we can produce in the newsroom. Then we separate them with the best scanner around. And then we print them with the best press crew that knows and cares about the commitment to excellence."

Readers have responded enthusiastically, he said. And circulation growth reflects it. From about 213,000 and the 38,000 lead over the Los Angeles Times in affluent Orange County, The Register in six years has reached 291,000 circulation and increased its lead to 110,000.

Larger circulation translates into more advertising, the editor noted, adding:

"We're making more money than ever before. We have lowered our net-to-gross profit margin, but we've had dramatic increases in total revenue. As our management is fond of saying, we'd rather have 20 percent of $150 million than 30 percent of $75 million."

Ad share slippage seen

Newspaper people—after being warned by The Register's commitment-to-quality success story and John Naisbitt's glowing description of the U.S. economy—were chilled by warnings that U.S. newspapers are continuing to lose their grip on advertising.

Thurman R. Pierce Jr.

If the situation continues, "then you in newspaper management will wake up one day to find another medium is now number one sometime in the next decade," said Thurman R. Pierce Jr., vice president/U.S. manager, print media, at J. Walter Thompson USA.

While newspapers have produced impressive gains in advertising revenue, the increases are the result of rate hikes, Pierce said during a General Session discussion on "Mid-Decade Status."

"In fact, your market position is weakening," he said. "Your decline in local is an even bigger decline than your decline in national."

The numbers are more startling, Pierce explained, because large national categories, such as automobile advertising, have shifted accounts to the local level to take advantage of lower retail rates.

Pierce suggested a solution that included extensive surveying of media buyers to find out what they want, followed by a massive campaign to refurbish newspapers' image in advertisers' eyes.

The "time has come to focus on market development," he said. He noted there are two approaches to selling advertising: a short-run focus that concentrates on meeting next year's profit goals, and a long-run outlook that targets increasing newspapers' share of all ad dollars.

Pierce presented a series of figures that indicate the newspaper business should take a long-term approach. Food and automotive are the top two categories of national advertising, he said.

Between 1970 and 1983, newspapers' share of food advertising dollars dropped from 11 to 6 percent, Pierce said. During that period, their portion of automobile advertising fell from 40 to 19 percent. "This is not market development," he commented. ☐

Pagination on the move

The status of electronic page makeup commanded a lot of attention and computer graphics got a little at the symposium on "The Newsroom: Pagination *et al.*"

Moderator Eric Wolferman, executive editor of The Reporter in Lansdale, Pa., led into the discussion by observing that more than 100 U.S. newspapers are "involved to some degree in producing pages by computer."

"Most of these efforts are aimed at streamlining or consolidating portions of the overall process," he said. "Clearly, the next step is to pull everything together—to develop a system that can handle pictures and ads as well as text, and produce complete pages on paper, negatives or even plates."

Although, as the moderator noted, most of the papers involved in pagination are in the under-100,000 circulation category, the panel included representatives from larger dailies in Oklahoma City, Philadelphia and Long Beach, Calif. The fourth pagination panelist was from the Alexandria (La.) Daily Town Talk. Each of the four papers is using a different brand of pagination equipment.

Robert J. Farquhar, director of new systems and assistant managing editor of The Daily Oklahoman, made it clear that converting to pagination is not without its "severe" problems.

In the days of manual paste-up, "we were consistently nine or 10 minutes late" on the main state edition. "Now," Farquhar reported, "we're as much as one-half hour late."

Yet there is a "flip side" to that situation, he said. Before getting the Hastech pagination system, "we were 15 minutes late without fail on the first edition. Now we've chopped that by two-thirds."

Farquhar added that at the Oklahoman, "the first large newspaper to attempt" pagination, problems "slowly are being worked out. System problems have been reduced. We're on the downside of a slow and difficult learning curve. And I know of no one who would give up his pagination terminal without a fight."

Some of the problems:

- The interface of the Hastech system with the Digital Equipment mainframe computers still has some bugs.
- The five mainframe computers backing up the pagination system don't always "talk to each other."
- The development of Hastech's AdPro advertising-layout terminal has lagged behind that of the PagePro news-layout terminal.

The Oklahoman's advertising pagination system went online in March 1984 and in less than six months was handling all advertising material "that it makes sense to paginate." This excludes camera-ready or pickup ads.

Only three months after it began operating last Feb. 1, the news pagination system was handling all news pages except the sports agate scoreboard. The pagination of zoned pages followed, achieved in a month's time.

As the Oklahoma City system has grown, the newspaper has turned over to the vendor a list of software priorities. The paper "called them fixes," Farquhar said. "Hastech called them enhancements." Three are in hand, six more are in the mill, and "the final three stand about as much chance (of being done) as the Texas Rangers do of winning the pennant this year."

Another concern has been "Hastech the company," Farquhar said. Hastech's recent acquisition by a group of investors from the United Kingdom (see story, p. 67) "should result in an infusion of dollars for a company that has never really been set financially. As we see it, Hastech still does the best job of paginating of anyone. It's our hope now that Hastech can devote *all* of its attention to its products."

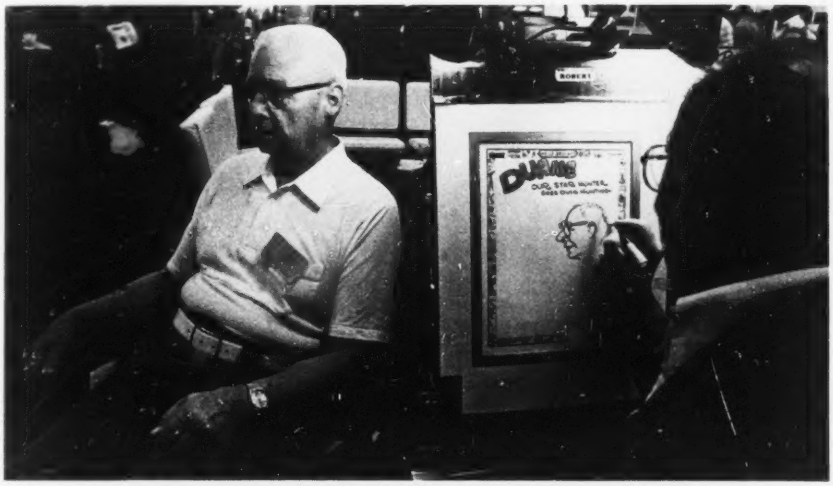
At The Philadelphia Inquirer, editors have used Atex News Layout terminals over the past year and a half to produce experimentally the news, metro, feature, and Sunday books and leisure sections. "We learned that pagination . . . can produce the editorial portion of any part of our newspaper under battlefield conditions of heavy copy flow and demanding deadlines," said William H. Stroud, assistant to the executive editor.

For Stroud the key is not in the equipment but in utilizing the equipment correctly—"pagination done right"—to create better newspapers. (See text of his address, p. 68.)

Another Knight-Ridder daily, the Press-Telegram in Long Beach, is getting the pagination system manufactured by Information International Inc., or Triple-I. Mark Wigginton, who may be the first newspaper employee in North America with the title of "pagination director," said the most important decision a newspaper makes is not which system to buy but rather how to use pagination.

"We want to use it to make the paper better for our readers, not just to empty our composing room and save buckets of money—though I have to tell you our general manager likes those reasons, too," he said.

The Press-Telegram's approach was to set up "a universal design desk" staffed by eight page-layout specialists using six Triple-I terminals. Previously, more than 30 of the paper's 100 editorial employees



Duane D. Jackson, father-in-law of Francis M. Price, vice president/production of The Cincinnati Enquirer, is subject of a New Orleans artist demonstrating talents on Exposition floor.

JULY 1985

presstime

The Journal of the American Newspaper Publishers Association

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ANPA

were involved in page layout, and Wigginton said the results were not exactly an art director's dream.

"By creating the design desk," he said, "we were able to train a smaller group of people whose first job is to do page layout that best communicates the decisions of the editors and satisfies our readers." All of the designers have news backgrounds.

Installation of the Triple-I system began in April, and production of editorial pages started in mid-May. According to Wigginton, by the middle of this month, all editorial pages will be produced on it, and advertising will follow in August.

The fourth pagination panelist, Managing Editor Jim Butler of the Alexandria Daily Town Talk, said the Harris 8300 pagination system installed there 14 months ago "has become a useful—and . . . perhaps now essential—tool."

Although there have been problems with the system, he said "the gremlins are appearing with less and less frequency. In fact, it is a rare day now when we have glitches of any kind with the 8300."

Butler said the Town Talk had two major questions when the pagination process began: Would the equipment help get the job done faster? Would it help the staff to do it better? The answer, reported Butler, "is yes in each instance."

"Our news-editorial department is closing nine pages in the last hour of prepress time," compared with four pages previously, he said.

As for qualitative improvements, Butler said the Harris system "does not make artists out of housepainters, but it does expand the vision and versatility of the more creative desk people on the staff."

Ultimately, he said, the Town Talk probably will set up a "central work station," similar in concept to the one at the Press-Telegram of Long Beach, where "layout specialists . . . can convert section editors' ideas into actual pages."

In the final presentation of the well-attended symposium, Assistant Managing Editor John Cranfill described how The Dallas Morning News expanded its graphics capability by using a computer system.

The Computer News Graphics system has enabled one artist to double—and soon triple—output, Cranfill said. The News is now expanding the system "by adding two more workstations to the present one for $33,000 more. That is equivalent to taking three artists and turning them into nine artists."

The system has enabled the News to cut part-time help, reduce overtime and eliminate free-lance assistance, which Cranfill said saves $12,000 to $15,000 a year in compensation. ☐

Good ideas for small newspapers outlined

A newspaper in the 15,000-circulation range can recoup the cost of a pagination system in three and "certainly no more than five years," according to Paul J. Zindell, president of The Register Star of Hudson, N.Y.

Zindell, one of the speakers at the symposium on "Innovative Ideas for Small Newspapers," told of the labor savings resulting from the Register's installation of a pagination system in 1984.

"We have found the system reliable, the training quite easy and the editorial acceptance exceptional," he said.

Zindell was joined on the panel by Steven C. Samer, a consultant advocating greater use of personal computers at newspapers; George E. Malone, technical service manager of Today in Cocoa, Fla., who talked about ways to diagnose trouble in circuit boards; and Edward R. Thomas, production director of The Daily Item in Sunbury, Pa., who described ways to use typical office photocopiers to reduce the load carried by newspapers' camera departments.

Concerning The Register Star's pagination system, Zindell said company policy required that it meet the standard of a three-year payback period.

The company paid $100,000 for a two-terminal Harris 8300 system, Zindell said. "With a savings of $45,000 per year, the system will pay for itself in less than three years, and that includes the cost of a maintenance contract on the hardware," he said.

The pagination system, handling only news, allowed The Register Star to trim its composing room from two full-time employees to one part-time person, Zindell said.

The Register was able to avoid buying a typesetter because it already had two APS Micro-5 machines, which could accommodate the pagination system. Without the APS typesetters, Zindell figured it would have been necessary to spend another $50,000 to $70,000.

He estimated the cost of a "full-blown" Harris pagination system—with a main computer, four terminals, two disk drives that can store 100 million characters or 800 broadsheet pages of information, a spare input-output circuit board, and a spare disk controller board—at $185,000.

In a word of advice to anyone shopping for new equipment, Zindell said, "It has become apparent to us that a pagination system really eliminates the need for a sophisticated front-end system," because the pagination system can take over some of the front-end functions.

Consultant Samer, who is general manager of Concept Publishing Systems of Beaver Dam, Wis., noted that pagination means different things to different people. He defined it broadly to include page and advertising layout, advertising billing, story layout and a variety of other functions. The hardware is available for that range of tasks and the software is coming, he said.

In the future, Samer said, "personal computers will play a direct role in pagination, from page layout to electronic tracking of ads." But even now, he maintained, PCs can do "most of the functions we used to think only big, costly computers could do."

While Samer and Zindell talked about factors that influence purchase decisions, Malone of Today addressed the problems of keeping systems up and running. For example, he said he has had great success in diagnosing trouble in circuit boards through use of the Huntron Tracker. The device enables a person to compare, on a video screen, the shapes of components that are suspected of being defective with good ones.

Malone said the Tracker has allowed him to see "bad links in chips" and repair circuit boards when spares were not available. The equipment has helped Today cut outlays for circuit board repairs and enabled it to do work in-house. Malone said his department is repairing six pieces of equipment per month "thanks to the Tracker, all on a $2,000-a-month budget."

Another way newspapers can save money is by using desk-top photocopiers to do work traditionally handled by the camera department, according to Thomas of The Daily Item. But he cautioned, "The obvious size and quality limitations of the device make it absolutely necessary to have an expert decision made about which work can be sent to the copier and which work must go to the camera."

The copier can be used for nearly all pieces of line artwork with exception of large reverses of white type against a dark background, Thomas said. ☐

Common ingredients of better quality are systematic measuring and monitoring

For The Hartford Courant, establishing standards for high-quality production first involved looking at how other newspapers did it.

"If there is one thing I will always remember from my days in the infantry, it's this: If you want to walk through a mine field, follow somebody," said Production Manager Stephen F. Carazo at the symposium on "Setting Standards for Quality."

Other symposium panelists addressing the topic of quality printing were Paul T. Lynch, color control coordinator at The Record in Hackensack, N.J., and Ray Maly, vice president of operations for The Columbian in Vancouver, Wash.

Carazo said a common denominator of newspapers striving for a better product is their institution of "performance ratios," inventory control programs, process control programs, standard operating procedures and quality audits.

Performance ratios measure the relationship between "results and resources." Carazo said measuring ratios, such as papers per hour, hours per page, cost per page, web breaks per roll, pasters per roll, percentage waste, etc., will assist in locating weak spots in an operation.

An inventory control program includes documentation and "visual and mechanical inspection" of materials purchased, Carazo said. He urged the executives not to be shy with suppliers about unsatisfactory materials, quoting a former production director from Oregon who said: "If you are unwilling to confront your suppliers about materials you believe do not conform to your required standards, then you will continue to receive the materials that I reject."

A good process control program involves listing all items and processes that must be measured, followed by checklists, charts and easy-to-read diagrams that can help to "quickly indicate when a process is out of control," he said.

Standard operating procedures, Carazo said, should "identify the procedure, state the goal of the procedure, enumerate the specific actions that must be taken and in what order, and provide for the accountability of its completion. It should encompass all of the manufacturing functions from raw materials input, through work-in-progress to production of finished goods."

A quality audit is "nothing more than a gigantic and comprehensive checklist of your existing total quality program." It includes a written report, he explained.

Above all, Carazo said, planning is crucial for any quality-oriented program. "If you don't have a plan to succeed, then you've got an automatic plan to fail."

Lynch of The Record described what he considers the four leading elements of a successful quality program—"total commitment from top management," education and communication, equipment/materials standards and testing, and quality evaluation.

Management commitment at The Record included appointment of a "quality coordinator" responsible for outlining proposed procedures and identifying "quality concepts" in scheduled presentations.

The quality coordinator works with advertising sales staff in showing advertisers what kinds of copy are needed for best reproduction. The coordinator also works with the editorial department, although "under no circumstances does the quality staffer tell editorial what to select for publishing. By the same token, editorial will not publish copy that has been determined to result in poor reproduction."

One of the most important materials for testing is newsprint, he said. ☐

180 join fun in presstime run on Canal Street

In the second presstime "fun run," 180 people braved the warm and moist New Orleans' air June 9 to finish a two-mile race on Canal Street, bordering the French Quarter.

Before the early-morning start, a Dixieland band serenaded the runners, walkers and strollers, and New Orleans police cleared the downtown route of traffic.

The men's division was won by Edward J. Cloos Jr., publishing systems manager for Gannett Rochester Newspapers, who finished in 10 minutes and 50 seconds. Michael Nosal, a TV Data employee, was second at 11:07. Bill Rabe, president of Search Group Inc., finished third in 11:20.

The women's division was won in a time of 13:33 by Nancy S. Felton, assistant market manager of publishing systems at Atex Inc. Second place went to Irene Berregard, with a time of 14:33. She is the wife of Peter N. Berregard, production manager at the Press-Telegram of Long Beach, Calif. Patrice Johnsen, wife of Bernie Johnsen, technical sales representative for NAPP Systems (USA) Inc., was the third woman across the finish line. Her time was 15:59. ☐

C. David Rambo

Participants race down Canal Street in midtown New Orleans.

SESSION DAY 2
JUNE 11

- Future of flexography
- Meeting challenges of distribution
- Battling ink rub-off
- The commercial printing potential

Unraveling the array of press options

Representatives of four press manufacturers brought fresh insight into the almost bewildering assortment of press options that newspapers have today.

James R. Price, president of Taft Equipment Sales Co. in Chicago, put the situation into perspective by observing: "Never before in the history of newspapers have you been able to have the luxury of choosing press equipment from so many suppliers or have so many options available.

"Only a few short years ago, you had one or two suppliers of one type of press," whereas 16 companies that manufacture presses were represented at the Exposition, plus numerous others that convert presses from one printing process to another.

As expected, most of the attention at the General Session on "Pre$$ing Decisions: Objectives—Opportunities—Options" was focused on the simmering debate over whether flexography will become a major factor in the newspaper press marketplace. But questions from the panel of four newspaper executives also suggested that more mundane matters continue to weigh on the minds of production specialists.

Three of the four officials from press companies said they believe flexography does indeed have a future at newspapers—but not to the exclusion of offset. Price was the dissenter, saying improvements in offset technology may keep "flexo" from making substantial inroads.

Flexography's strongest endorsement came from James K. Feeney, president of Windmoeller & Hoelscher Corp., which has produced flexographic presses for the packaging industry for many years.

The U.S. subsidiary of Windmoeller & Hoelscher of West Germany has headquarters in Lincoln, R.I. And in nearby Providence, the Journal and Bulletin are using W&H flexo presses in daily production. Units also are being tested at the Fort Lauderdale News and Sun-Sentinel.

Feeney also reported that W&H, working with Publishers Equipment Corp., has developed a system for converting letterpress units to flexography, and this currently is being done at the Denton (Texas) Record Chronicle and at Greater Buffalo Press, which prints Sunday comic sections and supplements.

The largest press company in North America, the Chicago-based Goss Newspaper Products division of Rockwell International, also is testing newspaper flexography. Lester A. Kraft, vice president and general manager, summed up Goss's position on flexo this way: "In a word, it is positive."

Kraft said the company's experience in tests at The Washington Post "has been gratifying. We have done what we set out to do; that is, put (in) a full press, prepare it for daily operation and get it ready to print flexo on a daily basis for evaluation of its capability."

However, he said that "press design frankly is ahead of the materials and chemistry at this point," citing problems with the water-based inks used in flexography as an example. Kraft emphasized that Goss will offer whatever type of press is best suited for a particular newspaper.

Edward R. Padilla, chief executive officer for M.A.N.-Roland USA Inc., picked up on the latter theme. He said the offset-versus-flexography debate will not result in one process to serve all newspapers. The key, Padilla said, is to match properly the strengths and weaknesses of a given newspaper with the strengths and weaknesses of the printing processes.

> *"Press design frankly is ahead of the materials and chemistry at this point."*

"Will flexo become a viable printing process in the newspaper industry? You betcha! Will offset continue to be the dominant process in the newspaper industry? You betcha!" he declared.

M.A.N.-Roland, like Goss, plans to continue research and development into both. The company is testing flexo at The Miami Herald and is turning its facility in Middlesex, N.J., into a flexo engineering and manufacturing center for the parent company, M.A.N. of West Germany. Meanwhile, M.A.N.-Roland has just introduced its Colorman offset press.

"Our decision was to significantly increase our R&D commitments" for both processes, Padilla said, "for we feel that both flexography and offset will find their individual niches in the marketplace."

As the dissenter, Taft Equipment's Price said the major stumbling block to flexography for newspapers remains problems relating to water-based inks.

"We do not believe that today the water-based flexo ink technology and plate technology are perfected to the point that, if I were a newspaper executive, I would order a major, complete installation of newspaper flexo. If I had to make a commitment today," Price said, "it would still have to be offset, because I believe you would have to go with a sure bet."

Furthermore, he said that he would still be comfortable with that decision five to 10 years from now, even if flexo's problems are solved, because "I'm certain that the offset print quality would be higher and more consistent."

Hedging his "sure bet" slightly, Price also said that if "stable" water-based inks are developed, and if "the other related problems" with flexo are solved, the press manufacturer his company represents—TKS of Japan—"will be ready to offer flexo or possibly other alternatives."

In the question-and-answer session that followed, Feeney of Windmoeller & Hoelscher said he has been "pleased with the progress" made recently in the effort to solve ink problems. He said the types of problems being encountered are "not terribly different from what we experienced in this industry" when offset was introduced as an alternative to letterpress printing two and a half decades ago.

But Price said he believes the anilox offset press, which uses a keyless inking system similar to that of flexographic presses, will emerge as a more attractive option. "We feel that if we're successful in field-testing (the TKS anilox offset press in Japan) that most of the advantages of flexo become obsolete, and we could jump a generation past flexo," he said.

Two of the panelists offered predictions of how flexo will fare.

Padilla of M.A.N.-Roland projected that within five years, flexo "will attain a 35-to-40-percent share . . . in the double-width metropolitan unit market."

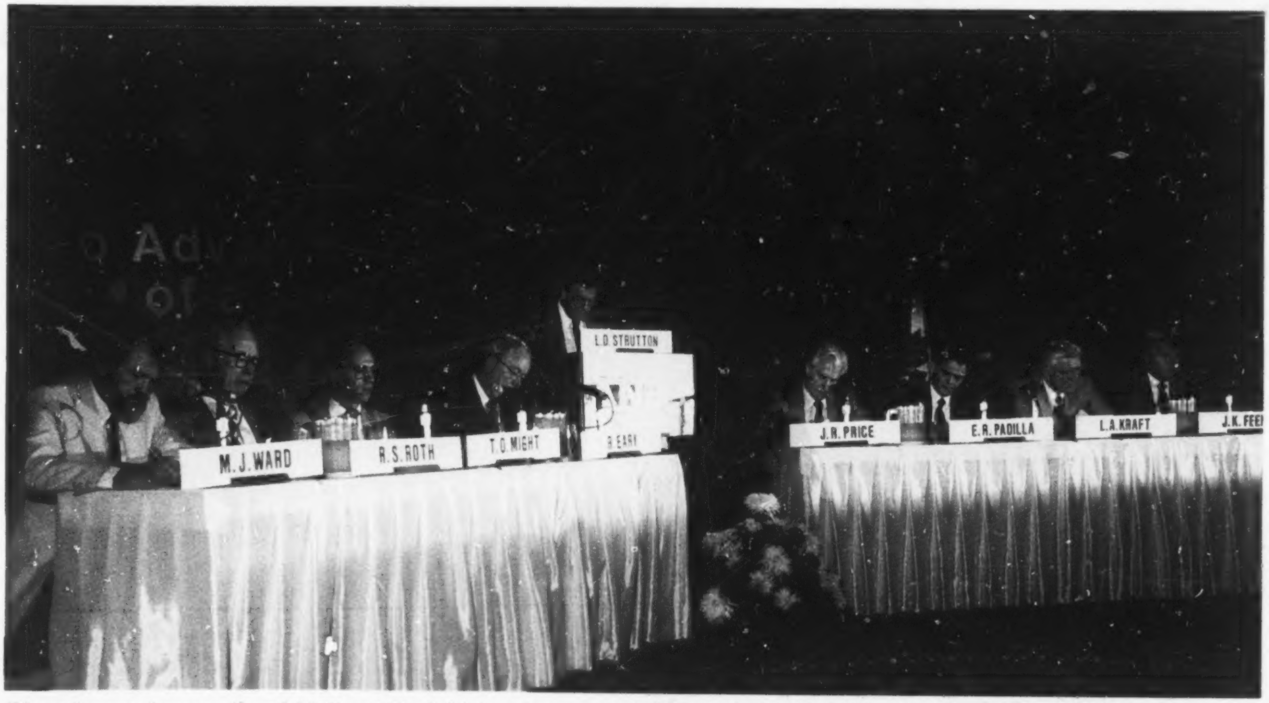
Goss's Kraft said flexo "could move up to a 15- to 20-percent share, primarily in large metropolitan newspapers not totally devoted to a lot of process color." Later he increased the upper limit of his estimate to 25 percent. Kraft agreed with Padilla that offset will remain dominant "for the foreseeable future."

The spontaneity of the lively session was most evident when moderator Larry D. Strutton, vice president/operations of the Los Angeles Times, invited a representative of Publishers Equipment Corp. in the audience to respond to statements by Padilla and Kraft that converting an old letterpress press to a more modern process usually costs 85 to 90 percent of the cost of a new press.

Evans Kostas, chairman and chief executive officer of PEC, which specializes in press conversions, said the work can be done for 50 to 60 percent of the cost of new equipment. He also said the time required is "much shorter" than the six months indicated by Padilla.

Also during the session, the press manufacturers:

- Said spare parts for older presses, including letterpress units, will continue to be available for many years.
- Acknowledged a shortage of good, experienced people in the field to fix presses. Moreover, they said little can be done about it in the short run because of the highly specialized nature of the work.
- Reported that computerized diagnostic devices on new presses will help a newspaper production department identify problem areas and schedule maintenance properly. □



Discussing press issues are (from left) Minor J. Ward of Atlanta Newspapers, Ralph S. Roth of Knight-Ridder Newspapers, Thomas O. Might of The Washington Post, Ralph E. Eary of Scripps Howard, Strutton, Price, Padilla, Kraft and Feeney.

Newspapers of all sizes take action to meet growing demands of distribution

Newspapers' five biggest distribution problems are high inserting volume, the need to increase inserting speed, counting, zoning and preprint storage, according to a new ANPA study.

Speakers at the symposium on "Post-press Packaging: Preprint Predicament," outlined ways they are addressing those and other issues.

The findings came from a survey conducted by the ANPA Packaging and Distribution Task Force and were announced by Task Force Chairman James A. Cooper, assistant vice president/operations at The Washington Post.

Cooper, the symposium moderator, said the survey, in which 568 U.S. and Canadian newspapers responded to a mailing that reached 1,300 papers, revealed that the problems are common to most newspapers regardless of circulation size. "This challenge affects all newspapers, from the small, hand-inserting operations to the larger mechanized metropolitan newspaper."

He thus set the scene for the panelists to outline steps they are taking to meet post-press demands.

Dale E. Nissen, production director of the Houston Chronicle, said his paper in 1984 rented a 40,000-square-foot facility in an industrial park for use as a "working laboratory" to test ideas on how to "completely automate the mailroom/distribution processes."

At the facility, called "Southport," the Chronicle installed a Harris 1472P inserter, a Harris prototype stacker/tier called Boss 60, an Alvey 302 automatic bundle palletizer, IDAB belt conveyors and a stretch-film pallet wrapper.

"This equipment has been successfully handling our entire comics inserting operation for over a year," Nissen said. It will be moved to a new facility that will be a state-of-the art mailroom and distribution center where the Chronicle will "utilize the Boss style counter/stacker/strapper to feed bundles to automatic palletizers," he said.

Kathleen Hanley, assistant production manager of The Times Journal Co., Springfield, Va., which publishes daily newspapers distributed by second-class mail in the Washington, D.C., suburbs as well as other publications, said earlier deadlines were achieved after replacing seven off-line mailing machines with an ink-jet address printer.

The Ferag system offers "a whole new era of newspaper flexibility" in marketing.

"There were many reasons for us to find a better and faster way to address our products, but the most important was to gain more time for our editorial and advertising departments," she said. In the year and a half since making the switch, deadlines have been extended two and a half hours.

Hanley explained that the system involves four ink-jet stations each equipped with a six-head, ink-jet module. Stations are positioned before the stacker, which will "kick out" bundles according to ZIP code. "I believe the ink-jet system is well-suited to our operation where we deal with dense ZIP code concentration," she said.

The Sunday Times of Perth, Australia, has installed an on-line Ferag inserting system that Managing Director Brian Young called a "miracle worker" and "probably the most exciting new development to hit the newspaper industry since the introduction of the Linotype machine."

The inserter is capable of high volume and speed, and it reduces manpower costs "dramatically," Young said. "It can cut insertion costs to the client, in our case, by up to 50 percent. But perhaps most importantly of all, it makes zoning a piece of computerized cake and opens up a whole new opportunity for regional news inserts or commercial flyers."

The Times' inserting problems began in the mid-1960s when preprint demands began to build, eventually requiring 220 hand inserters every Saturday night "just to keep pace with the presses," Young explained. There were so many people crowding the plant that employees overflowed from the building out into the parking lot "with canvas awnings to keep off the rain. It was like a refugee camp: tent city."

But the technology has "meant more than mere efficiency," he continued. The Ferag system offers "a whole new era of newspaper flexibility" in marketing, he said.

Carl R. Loos, assistant general manager of the Times-Reporter, New Philadelphia, Ohio, described how his 30,000-circulation daily has added inserting equipment over the years to handle burgeoning distribution chores.

One part of his newspaper's challenge has been a growth in preprints from 151 insertions in 1975 to an expected 645 this year. ☐

Confronting a 'double-barreled dilemma'

Newspaper distribution is an increasingly high-tech-oriented phase of the production process, and newspapers should be planning ahead to keep pace with its demands.

That was the report from Gene McDavid, vice chairman of the ANPA Technical Committee, who said the task force envisions using computer technology as the "link between the production of the paper and the marketing/distribution of the product."

McDavid, vice president and general manager of the Houston Chronicle, said newspapers face a "double-barreled dilemma" with continued growth in the printing of ad inserts estimated at 6 percent annually. "We must devise efficient and flexible distribution systems to compete with direct-mail companies. This efficiency also will compete with our newspapers' ROP advertising, however. Some people would say we've got a monkey on our back!"

He advocated an "overall systems design plan" for newspapers of all sizes. "We can tailor each segment to the plan and bring it to reality as the technology and the time are right."

Closing the "management and control loop" may take 15 or 20 years, McDavid added. "But it is important that we begin planning today for that special high-technology newspaper we'll manage tomorrow."

Newspapers compare notes on reducing rub-off; favorable report issued on ANPA-INK tests

Ink rub-off was the main topic of the symposium on "Ink Issues: Rub-Off, Recycling and Regulation." ANPA-INK™ and reusing waste ink also came in for substantial discussion from the panel of newspaper executives.

The Times Journal Co. of Springfield, Va., found during its ink rub-off tests that the quality of newsprint was a key determinant affecting the rub characteristics of any ink, according to Michael Bella, vice president/production.

The company used six inks on newsprint supplied by three different manufacturers for its tests, he said. The controls were standardized using the same settings and instrumentation for all the tests.

Bella reported that the same inks showed different rub characteristics on different newsprint, with some inks outperforming others on newsprint from one supplier, then underperforming those same inks on another newsprint.

"I would recommend that if you are looking at low-rub inks," he said, "the first thing you should check is all your different newsprint. What may be low-rub on one newsprint will be different on another one."

Bella concluded that newsprint produced in the southern part of the United States performed better than Canadian newsprint in rub-off.

Charles J. Morrow, production director of the Los Angeles Times, said that since his paper's conversion to offset printing, ink rub-off has replaced poor reproduction as the most frequent complaint heard from subscribers.

Initially, the Times tried to reduce rub-off through the use of density-comparison cards and densitometers, Morrow said, but production conditions prohibited their effective use.

"We put our ink suppliers on notice to come up with a low- or no-rub ink," he said. "When it appeared that they weren't taking us seriously enough, we told them that the first one to come up with such an ink would get all of our business."

The Times still tests inks from all suppliers using a standard weight placed on tissue paper and moved over the printed area; a density reading is then taken from the tissue. Additionally, the paper has come up with its own test.

"All it amounts to is wetting your finger," Morrow said, "rolling it over the shadow area of the paper and then rolling your finger over the non-printed area of the paper—much like having your fingerprints taken. This is very effective."

Listing some of the paper's criteria for evaluating inks, Morrow said they must:

Service
TEST LOW-RUB YOURSELF!

Robert J. Evans (left) of the Tacoma (Wash.) News Tribune, Norm Schieke of Herald Publishing Co., Puyallup, Wash., watch as Leonard Sturgeon of Flint Ink Corp. tests rub-off.

- Remain stable in bulk storage tanks for long periods of time
- Have minimal ink-train wash-up and press maintenance
- Be tack-stable to prevent paper linting
- Be quick setting to minimize page-to-page and pipe-roller setoff
- Have a wide operational latitude and good lithographic qualities
- Have proper rheology for ink fountain-injector flow and transfer
- Be affordably priced.

"The four brands tested thus far have fared well," Morrow said. "Ink rub-off has been greatly reduced."

Andrew C. Harteveld, Northwest Plant manager of The Washington Post, updated the audience on ANPA-INK, the non-petroleum-based ink developed by the Association.

The Post and other newspapers have run a series of tests on the ink during the past year, Harteveld said, and problems with grind, color and show-through have been corrected.

"The (production) run was a complete success," he said. "The papers were part of our regular circulation throughout the test run and there were no customer complaints."

In the Post's tests, Harteveld said, the letterpress ink:

- Ran well with excellent laydown
- Appeared to be cleaner, with a dramatic reduction of ink buildup on pipe rollers
- Had 235-percent better mileage than conventional news ink (14 pounds consumption per ton of newsprint versus 33 pounds for regular news ink)
- Showed a 30-percent improvement in rub resistance than regular news ink.

Although the ink has been licensed to ink companies, Harteveld pointed out, its commercial introduction is dependent on the availability of the natural hydrocarbon (tall oil fatty acid) that replaces petroleum hydrocarbons as the vehicle.

"However, if the ink companies receive enough requests for the ink," he said, "they will be able to order enough quantity (of tall oil) to get on the allocation list."

ANPA-INK black offset ink is at the same stage of development as ANPA-INK black letterpress ink was last year, Harteveld said, with successful tests having been run at the Charleston (W.Va.) Gazette and Daily Mail as well as at the Post.

"There is still some research to do on colors and on the offset version of ANPA-INK," Harteveld added, "but it is an ink which can be available today."

Although Harteveld and others emphasized that petroleum-based inks are not an environmental hazard, the problem of disposing of waste inks has led the St. Petersburg Times and Evening Independent to a novel way of dealing with the disposal problem.

John L. Irvin, production manager of the St. Petersburg papers, said Environmental Protection Agency regulations and local ordinances are forcing newspapers to consider other alternatives to hauling waste, or slop, ink to dumps.

One alternative is recycling the inks, using centrifuge equipment developed by the J.M. Huber Co. This has economic benefits as well.

"If we pay 40 cents per pound to buy virgin ink and, conservatively, 11 cents per pound to dispose of it," Irvin said, "ink that lays fallow in the fountain sumps is an investment of 51 cents per pound.

"If it cost 12 cents per pound to recycle back to the virgin-quality ink we use on the press," he said, "we've effected a net savings of 39 cents per pound. You do have to get past the $91,750 capital and installation expense. In St. Pete, that has taken 14 months. But a 400-plus-percent return on investment is not too shabby."

The recycled inks are easily reconstituted for grind and viscosity, Irvin said, and the waste from the recycling process—mostly paper fiber and lint—amounts to a few pounds for every 120 pounds of ink processed and can easily be disposed. □

Commercial printing may be profitable sideline

The proliferation of offset presses producing high-quality color and the booming market for commercial printing combine to offer newspapers a lucrative sideline. That was part of the message of the symposium on "Commercial Printing—Your Tandem Market."

But panelists cautioned that newspapers entering the business will find themselves selling to a market that requires a different approach to pricing and production [**presstime**, June 1985, p.14]. They said advertisers are more exacting about acceptable standards of color and more willing to shop for the best price.

On the other hand, one speaker noted that commercial printing may be a way to recapture revenues lost in the shift from ROP to insert advertising.

K.S.FLEMING
J.J.ROGERS
J.MARKEY

Blackwell delivers remarks as fellow panelists Fleming, Rogers and Markey listen.

"We have seen the erosion of advertising leave our broadsheets and appear down the road as free-standing inserts," said Kenneth S. Fleming, panel moderator and vice president/general manager of Newspaper Printing Corp., Tulsa, Okla.

When that erosion began, newspapers were not in a position to offer the high-quality, four-color reproduction some advertisers demanded, Fleming said. Now, he noted, more newspapers have offset presses able to use different inks and papers and produce quality well above that of the typical daily product.

Commercial printing also offers newspapers a chance to use the pressroom more efficiently, said Jonathan Markey, president of Gannett Offset Inc. in Rosslyn, Va. The pressroom represents most newspapers' largest single investment, and "to a large extent we let this resource sit idle," he observed.

Markey asked how the newspaper business could afford to ignore the potential revenue from printing inserts, television booklets, catalogs, advertising preprints, specialty publications and promotional materials.

Free-standing inserts are "unquestionably" the largest part of the commercial printing market readily accessible to newspapers, he said. The volume, now estimated at 45 to 50 billion pieces annually, is expected to continue growing 4 to 8 percent annually, he said.

By printing inserts, newspapers also enhance relationships with customers. "You strengthen your position with the advertiser by being able to offer, for example, preprint work for a multi-store chain in your market," said John M. Roberts, publisher of The Victoria (Texas) Advocate.

The Advocate, which took its first commercial printing job 12 years ago, now serves 21 weekly newspapers and 24 other regular accounts, Roberts said, and "we believe we can triple that business in three years."

He added that the extra volume from commercial printing can help a newspaper qualify for newsprint discounts.

But there are pitfalls. High on the list is the need to figure costs adequately. Markey noted newspapers must decide whether depreciation should be charged to commercial printing operations or ignored under "the assumption that equipment is fully accounted for by newspaper operations."

James J. Rogers, business manager and director of production for the Oregonian Publishing Co. of Portland, said planning is critical in the selection of equipment and employees.

Rogers advocated hiring people experienced in commercial printing before bidding on a job. He also urged newspapers not to try to sell commercial printing work through its ROP sales force.

Another factor newspapers need to consider is "storage and handling," Rogers said. "High-grade commercial paper is not rolled around on the floor like newsprint. It must be carried on a dolly or truck."

Storage problems were also an issue for McCormick Graphics, the commercial printing arm of McCormick & Co. Inc., publisher of the Alexandria (La.) Daily Town Talk. Production Director Joe M. Blackwell said the problems arose because "we had to stock a variety of newsprint weights, widths and colors in order to meet the needs of our customers." □

Conference sidelights

Bigger and bigger

The ANPA Exposition of newspaper equipment, already the largest in the world, is now in a pattern of getting bigger year by year.

During the drawing in New Orleans for booths at the 58th OMC&E next year in Atlanta, 182 vendors contracted for 280,000 net square feet of exhibit space—15,000 square feet more than the record New Orleans total.

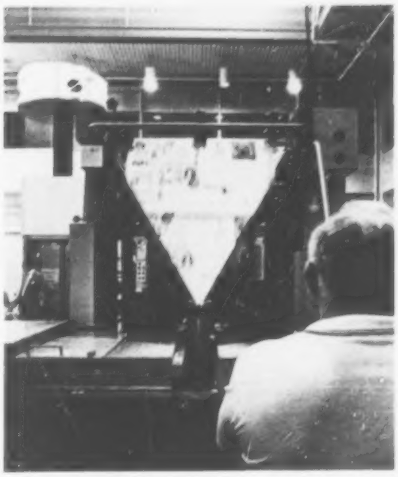
The June 21-25, 1986, Exposition will consume all of halls A, B, C, E and F of the Georgia World Congress Center. At last year's show in Atlanta, which totaled 230,000 square feet, only parts of halls A and C were used, along with all of halls B, E and F.

Conference Director Peter P. Romano, ANPA director/technical services, also noted that the ANPA event continues to attract a number of exhibitors and attendees from many countries.

This year's attendance of 10,054 included 697 people from outside North America.

A winning idea

Some of the biggest crowds on the Exposition's second afternoon appeared at two booths not because of newspaper production equipment on display but because of some broadcast equipment—television sets. The attraction was what turned out to be the final game of the National Basketball Association championship series between the winning Los Angeles Lakers and the Boston Celtics.



Solna press exhibit attracted many visitors.

Red carpet treatment

Feet and yards were too puny a measure for the carpet laid in the aisles of the Rivergate and the Convention Center: It totaled four miles. Crews spent 10 hours installing the red carpet in the Rivergate and 15 hours in the Convention Center.

Wheeling and dealing

One of the more unusual exhibits was Compugraphic's, which featured demonstrations of front-end and ad-layout equipment inside three Airstream buses. Company officials said the $80,000 vehicles are being used to make sales calls on newspapers. The big vehicles, they reported, get 9-10 miles per gallon.

A General Session audience responds to a humorous remark.

Belittling flexo's muscle

A flyer slipped under hotel room doors by an unknown group called "The Committee for the Preservation of Offset in Newspaper Printing" elicited more amusement than consternation from the advocates of the technology it attacked—flexography. But one Conference speaker, flexographic press manufacturer James K. Feeney, took on the sheet directly when he asserted that flexography is not "a pie-in-the-sky pipe dream," as the mysterious missive claimed.

OMC&E Arrangements Committee Chairman Ungaro (right) jokes with Dr. Howard Brown, medical director of The New York Times.

A symposium snafu

Dale E. Nissen of the Houston Chronicle discovered late Monday afternoon while preparing for the "Post-press Packaging" symposium the next day that his videotape presentation was defective. He theorized that the magnetic medium had been affected by an airport X-ray machine.

At 7 p.m., he asked another Chronicle employee at the show, O. W. (Sandy) Fine, what could be done about it.

Fine went into fast forward, hopping a plane for the home office.

That night, with a company video cassette recorder and another one rented at 10 p.m.—using one to play and one to record—he pieced together a substitute show from master tapes the Chronicle keeps of its equipment and production operations. With three hours' sleep, he flew back to New Orleans and arrived before the 11 a.m. start of Nissen's symposium.

Systems industry in a 'bloodbath'

"Whited sepulchers filled with dead men's bones."

That biblical quote and a slide of a graveyard with tombstones bearing the names of defunct front-end vendors set the tone of the Wednesday General Session on Electronic Directions.

The session, with the secondary theme "Our Future Electronics: BYTEing The Bullet," consisted of a panel of newspaper executives and executives of four companies that sell front-end systems: Atex Inc., Autologic Inc., Hastech Inc. and System Integrators Inc..

While other vendor representatives explained their firms' corporate postures relative to future systems development, SII President James P. Lennane painted a dire picture of the status quo among vendors and chastised newspapers for contributing to their woes.

"The systems-vending side of our industry is undergoing a bloodbath of red ink," he said.

With the corporate graveyard for a backdrop, he said: "Unless this outflow can be permanently reversed, there will be 50-percent fewer vendors in two years. Even the survivors will be too weak from the war of attrition to continue development of products which the industry has sought for almost two decades."

Lennane said three principal problems confront the vendors:

- The unwillingness of newspapers to pay for software
- Their unwillingness to pay for services
- Vendors' price wars.

The decreasing price of hardware and the demands for discounting on multiple-site software purchases by newspaper groups—demands that vendors' sales forces often grant—have eroded the vendors' capital base for software development, Lennane said.

As the cost of computer hardware to vendors decreases, he said, newspapers press for ever lower prices. But, he added, "at the same time, the vendors' cost of software development has skyrocketed."

Also, Lennane said, newspapers fail to acknowledge the large capital costs involved in service support. The price of that support in the newspaper business has lagged behind that of related industries, he claimed.

Lennane asks compassion for vendors.

"The provision of free service has become so ingrained in industry thinking that any attempt to impose license, support or usage fees usually results in a shouting match combined with naked, verbal threats that 'You will never sell another system,'" said Lennane. "While the remainder of the data-processing industry has accepted software service fees—which run 15 to 18 percent per year of a software package's price or approximately 4 to 6 percent of the capital-equipment purchase price—these figures are totally rejected by the newspaper industry when applied to production-oriented systems."

Lennane said newspapers frequently pay 10 to 15 times less for software support than actual cost and that half of SII's technical personnel are assigned to maintaining and supporting the system at newspapers.

Although newspapers often don't see the service and maintenance support, he said, the costs of being ready for the infrequent emergency are still there.

"Business practices in the past have allowed the costs of ongoing support services to be buried in new sales," he said. "However, as the sales growth levels off and the initial price of the systems declines, the cost of providing low-cost services to a large installed user base becomes prohibitive.

"It's time to start thinking of emergency services as a form of insurance which must be paid for on a continuing basis," he said. "I doubt if you can buy insurance only for the day your building burns down—and then after it has happened."

Regarding the price wars, Lennane said that if only the profitable vendors went to the ANPA Conference & Exposition, there would be few booths.

SII is considering ways of offsetting the hidden expenses involved in systems development, he said, such as charging $4 per page for pagination, 15-percent per year of the capital value of equipment for complete service support and leasing systems instead of selling them.

"While some of these plans may sound radical," he said, "they are simply an attempt to adjust income to outflow and to guarantee adequate funding for the difficult and challenging product development which the newspaper industry desires."

Lennane added: "I often hear newspapers extol the virtues of a viable vendor community—just so long as they aren't the ones paying for it. Everyone wants to go to heaven, but nobody wants to die to get there."

In response to questions from the newspaper executives on the General Session panel, the other three vendor representatives agreed with most of Lennane's contentions—particularly those having to do with software support.

On another subject broached by the newspaper panel—the need to establish software standards to make different systems work together—the four vendors disagreed on the ways to establish them or if they are needed. ☐

Sky's still the limit for newspaper electronics, although innovation may emanate elsewhere

Conference-goers were told that electronics will play even greater roles at newspapers in years to come, but the lead in many technologies has moved from newspapers to other industries.

In the General Session segment on "Electronic Horizons," David H. Goodstein, president and chief executive officer of InterConsult of Cambridge, Mass., said newspapers can take credit for being early innovators in the technological revolution.

The drive for advanced newspaper systems in the early 1970s, he said, led to the development of the systems found throughout the corporate world today.

However, Goodstein added, newspapers are no longer at the cutting edge in the introduction and implementation of advanced technology.

"Now, we are witnessing the start of a reverse migration in which software systems, workstations and imaging devices perfected for the new corporate electronic publishing market will begin to find their way in large numbers into the newspaper environment," he said.

Goodstein said that as much as 10 percent of a corporation's revenues are consumed publishing manuals and brochures. "By 1989, corporations will publish four trillion pages per year, enough to cover the continental USA three pages deep from sea to shining sea."

Moreover, 200,000 corporations are able to justify $5.2 billion in outlays for electronic prepress equipment this year, he said, "a far cry from the cozy club of 1,700 dailies produced in the USA" that will spend $200 million for similar equipment.

For these economic reasons, the vendors have turned their attention to the corporate market, he said, but many of the developments "will be inclusive enough to address newspapers' problems." And newspapers stand to garner economic as well as technological benefits from the activity directed at corporate publishers.

For newspapers, Goodstein said, "the era of pagination, dream of a decade, breaker of hearts, minds, careers and bank accounts is finally about to begin. The long crusade is over. If newspapers no longer directly drive the leading edge of publishing technology, they also no longer have to foot the bill alone."

A specific technology in which newspapers pioneered but no longer lead is that of electronically transmitted art, according to John R. Werner, who spoke on "Electronics in Magazine Publishing." News weeklies have held the lead for nearly a decade, he said.

Satellites, which raised transmission speeds and cut costs, have played a key role in this switch, said Werner, director of research/operations and product development at Publishers Services International of Carlstadt, N.J., a subsidiary of U.S. News & World Report magazine.

A next big step will hinge on further development of a high-resolution, economical photocomposition unit "that will incorporate text and graphics in position on a single piece of film or paper" that can be transmitted at lightning speed, he said.

Such speed is also necessary for the use of new imagesetters now able to produce high-resolution color for magazines. Those imagesetters can require a transmission rate the equivalent of 32,200 words per second to send all the information required for transmitting graphics.

Voice-grade telephone lines typically transmit at a rate of about 100 words per second, Werner said. His company has used specially conditioned leased lines able to move data at the equivalent of 200 to 350 words per second.

In the past, much slower transmission speeds sufficed because of a system that relied on character and halftone designs stored in typesetters at remote printing plants.

"We're hoping someone will combine these two approaches," Werner said. "That is, economically store the letter font designs in the remote typesetting device but integrate text with rasterized . . . information on the fly."

In the other part of the General Session, N.S. (Buddy) Hayden reported on AD/SAT, a proposed satellite advertising delivery service for newspapers.

Hayden, AD/SAT's president and chief executive officer, said the company plans to launch a commercial service next year.

It is being designed to enable ad rep firms to transmit national advertising facsimiles electronically to newspapers that are members of the AD/SAT network. The ads will be received via Associated Press satellite dishes on unattended, flatbed scanning devices located in newspaper plants. Cost for each newspaper will include an annual $7,500 affiliation fee.

Hayden said AD/SAT, a unit of the Robert Wold Co., expects eventually to serve about 500 newspapers that have at least $700,000 in yearly national advertising sales.

A system test, scheduled for this year, will involve 12 newspapers. ☐

The factors determining selection and use of scanners vary from paper to paper

Moderator James E. O'Dell of The Orlando (Fla.) Sentinel listens to Cornish.

Color scanners are so new to most newspapers that proper use is still open to discussion at those that have them, while buying the right one is paramount to those that don't. Thus the symposium on "Scanning the Scanners" was essentially a critique of how some newspapers bought and use the equipment.

One panelist, Scott C. Cornish, quality assurance assistant at USA Today, said the national daily uses a mixture of scanners to accommodate its color needs: Crosfield Electronics 645S and 625S color scanners and Scitex America Pixet and Pre-Sponse color prepress systems.

The paper uses the Crosfield scanners to produce the separations and feed the Scitex systems, said Cornish.

The Pre-Sponse system can correct color and crop and size pictures prior to recording, Cornish said. "The Pixet system is a more sophisticated computer prepress imaging system than the Pre-Sponse." It does airbrushing, gradation changes and color correction changes with masks. "Images can also be rotated, mirrored and dot-etched," he said.

USA Today also uses the Scitex Satlight transportable scanner to transmit color pictures from remote sites such as the Olympics and last summer's political conventions.

Cornish said USA Today chose the Crosfield scanners because they can handle double-truck images. Scitex was chosen because the firm was developing the Satlight unit.

Another panelist reported that Syracuse Newspapers Inc. based its decisions to purchase a Royal Zenith 3040 scanner initially, followed by a 4050 model made by the same firm, on ease of operations, reliability and cost.

Production Manager Michael Stern reported that by 1980, the Syracuse dailies were spending $37,000 annually for 300 separations produced by a commercial shop. "Clearly, economics dictated that the time had come to purchase a scanner," he said.

Although his company bought new scanners, Stern suggested that papers with a tight budget consider acquiring used ones. "They might want to consider a used 3040," he said. "They sell in the $15,000-to-$20,000 range," compared with $200,000 and up for a new model, "and are supported by Royal Zenith."

For Newsday, the choice of color scanners was simple, said Operations Director James Norris. Hell Graphics Systems is based and assembles its scanners on Long Island , N.Y., where Newsday is located. He said the proximity means, among other things, same-day service when the color scanners falter.

The Hell scanner used at Newsday has achromatic color removal—that is, removing neutral colors and replacing them with black—"so we anticipate an ink savings of about 25 percent compared to printing regular chromatic color halftones," Norris said.

Achromatic color removal is also part of the Crosfield system used by USA Today and The Commercial Appeal of Memphis. Jimmy V. Hamilton, director/data systems and production at the Memphis daily, said this means saving about $100,000 annually for printing process colors in his paper.

However, Hamilton pointed out that Crosfield was slow in implementing achromatic color removal and some other software features. He also said that unlike Crosfield's "excellent" training program, its service department "does not rate as well. A very serious complaint is that they won't return a phone call. Fortunately, the scanner is a reliable piece of equipment and the need for emergency service has been limited."

Both Hamilton and Cornish of USA Today said Crosfield's maintenance program was one reason the papers have inhouse technicians trained to service the equipment. ☐

Hell Graphic Systems Inc.'s NewsPlan Station is a pagination device with color graphics and enhancement capability. It accepts data from video cameras and video tape.

Newspapers find success in establishing their own computer servicing programs

To keep computers humming, four newspapers use techniques that vary from writing software to wide-ranging searches for obsolete parts.

Three of the strategies outlined at the "Keeping Your System Up" symposium shared a reliance on in-house staff for computer maintenance rather than on vendors or third-party contracts. A common reason mentioned by the newspaper executives was that vendors often were no longer in business when newspapers needed help.

The Toronto Star in-house maintenance crew regularly must replace parts no longer made, said T. Michael Clarke, the paper's publishing systems manager. "The Star has for many years been largely produced on prepress or publishing systems that are indeed quite defunct and definitely obsolete," he said.

But an obsolete system has some virtues, according to Clarke. By pushing back investment in a new system, he said, managers buy time to get a potentially "clearer reading of general trends" in publishing technologies.

In return for flexibility, the Star has been put to the trouble of setting up what Clarke called a "multi-tiered support program" to keep its computers running consistently.

The program requires examining all the system's aspects and figuring how to solve a problem quickly; having correct, working spares for every component; and thoroughly training and encouraging dedication in technical staff.

"The case for adequate training cannot be oversold," Clarke said. "No one appreciates being asked to do a job without the right tools."

The Star also spends a great deal of energy locating parts for its computers. Referring to the search for replacements for two "ancient" computer systems, Clarke said "One came out of a tube-bending plant in New Jersey, while the other materialized from someone's basement in the Catskills. We located them by dint of hours on the phone, tracking down leads and negotiating with the strangest people."

To assure dependability, "we have adopted the dictum that all repaired components have to be tested in the live system," he said.

The Cincinnati Enquirer "has moved very slowly into the position of maintaining all computer systems in-house," said Francis M. Price, vice president/production.

Quipp Inc. exhibited beltstream conveyor.

The Enquirer installed its first company-owned computer system in 1972. "Over the past 13 years, maintenance contract costs have become a real financial drain in only the last three," Price said. The rising costs forced the Enquirer to drop its maintenance contract and to train staff for the job.

In offering advice on third-party maintenance contracts, Price suggested newspapers be sure the service company has enough spare parts; get service people's histories "so you can be assured they are competent"; only list equipment requiring third-party maintenance and do "whatever else in-house"; try to get a penalty fee for times when a breakdown affects costs; and remember "these people are looking for business—wheel and deal."

At the Rocky Mountain News in Denver, the expense and problems that accompanied vendor maintenance contracts made the newspaper decide "in-house maintenance was a better alternative," according to Marion W. "Pete" Walker, production director.

So the newspaper formed a Technical Services Department responsible for "all electronic maintenance throughout the plant," he said. The schedules of the department's 11 people are set to cover 24 hours six days a week and one shift on Sunday.

Besides maintenance, the staff plays a part in equipment selection and configuration and decisions on the "amount of backup hardware purchased, " Walker said. They also "frequently write or modify diagnostic software for several of the computer systems," he said.

The Charleston (W.Va.) Newspapers were the only ones represented on the symposium panel that do not repair computer hardware in-house. They rely for such maintenance and repair on a contract with IBM.

Production Director Kenneth K. Kniceley said that in the early 1970s, the company was "among the first such operations in the world to install and develop a 'multi-system' operation that would bring all departments and facets of the company into one computer system."

At that time, the data processing department increased from one to two people. Now the "newly named Information Systems Department consists of 16 people and two large rooms full of computer machinery," Kniceley said.

He said the company has acted on the belief "that production systems should, and could, run on a central computer with a central database. We further believed that one terminal should serve everyone," and a special terminal for each production function was "not the best and most economical approach." ☐

Tapes available

Cassette tape recordings are available for all but one Conference session. Prices are $8 for a recording of one symposium and $16 for one General Session. A full set costs $114. Shipping charges are extra. The talk by Thurman R. Pierce Jr. of J. Walter Thompson Co. was not recorded at his request. Tapes can be ordered from Acts Inc., 1025 E. Clayton Road, Ballwin, Mo. 63011.

Personal computers making big inroads into many facets of newspaper production

What can do text editing, keep personnel files, generate a mailing list, let you know when press maintenance is needed and enable financial executives to analyze the budget?

Personal computers can do all these things and countless others, according to panelists at the symposium on "PCs: Effective Usage by Newspapers."

One speaker, Rockford Smith, assistant vice president of Stauffer Communications, even said new PC laser printing devices like Apple Computer's plain-paper "LaserWriter" marks the "beginning of another revolution in newspaper production."

Smith lauded the marriage of the LaserWriter and Apple's Macintosh personal computer, which can create graphics, design ads and then print them quickly.

Moreover, Smith said the Apple machine could lead to a "boom in small newspapers—community, weekly, trade publications and shoppers, to name a few. . . . We already have seen a competing shopper, using a Macintosh and a LaserWriter printer, open in one of the towns where we operate a daily newspaper. This is only the beginning."

"In short," he said, "the price of getting into the newspaper business or operating a newspaper has just dropped."

A LaserWriter printer and three Macintosh computers cost less than $15,000, Smith said. They "would be sufficient to produce the text, headlines and most advertising of a typical weekly newspaper and probably some daily newspapers."

Image quality of the LaserWriter is not quite as good as copy from a phototypesetter, he said, but a phototypesetter is "only marginally better," and improvements to the laser system are on the way.

Although possibilities are almost endless for graphics and other editorial work, one of the first Macintosh applications is in advertising. Display and classified display ads can be created and ready for paste-up in as short a time as 10 minutes.

Smith noted that the low cost of the Macintosh may spur some advertisers to purchase their own Macintoshes and make up their own ads.

Newspaper typesetting software is being developed for the Macintosh and IBM personal computers that will work with laser and conventional mechanical printers, Smith noted.

Another panelist, Stephen B. Waters, vice president of the Daily Sentinel in Rome, N.Y., said his paper has found that a PC-based data-processing system "has all the function [of larger computers] at less than 60 percent of the cost."

The secret of a successful PC operation is linking the machines together through a local area network, or LAN, said Waters. "It makes each PC . . . seem to the user to be part of a single large computer." Common data can be retrieved by multiple users the same way it can be retrieved in larger, mainframe systems.

Such "distributed processing" leads to "greater safety," Waters said. It means that "29 of our 30 PCs—all but one—can fail and we can still publish."

Waters offered his listeners three tips on purchasing personal computers:

1. Evaluate a sales pitch very carefully. "A salesman's job is to sell systems. Some know the technical aspects of their products and some do not."

2. Read *The Mythical Man-Month: Essays on Software Engineering,* by Fred Brooks; it's "non-technical, humorous and enlightening." Also, "demand documentation in advance from your potential vendors during the selection process."

3. Take notes. Keep a log book [on] every meeting, every telephone call, every problem, every solution, every gripe. And talk to each other and compare notes."

Also in the symposium, Publisher Joseph P. Albrecht said the Cookeville (Tenn.) Herald-Citizen set up standard bookkeeping with Radio Shack computers and modified business software. The cost was less than $21,000.

The system resulted in "new-found latitude. We were actually causing the computer to do things our way . . . instead of adjusting our methods to accommodate the computer." The Herald-Citizen this year expanded its use of PCs to the circulation and classified ad departments.

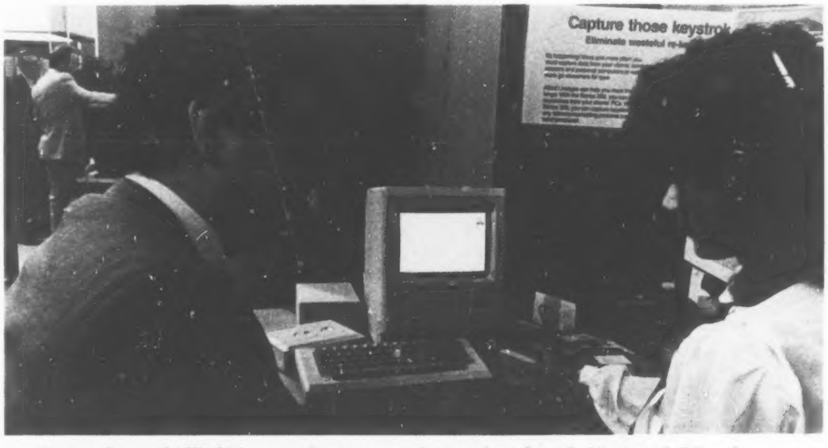
The Home News of New Brunswick, N.J., last year put personal computers in four funeral homes so funeral directors can send obituaries to the newsroom electronically, reported James P. Quinn, vice president/production and systems.

"This success," he said, "convinced us to broaden our objectives to display and legal advertising in order to reduce keyboarding in those departments and to get ready for the eventual installation of an ad makeup system."

The Home News convinced an automobile dealership that using a personal computer for car advertising "would make their own operation more efficient, besides giving them faster transmission [to the newsroom] and eliminate errors."

It also would allow the dealership eventually to transmit ad copy to other newspapers. Quinn suggested that the newspaper business consider establishing standardized computer codes used in the electronic transfer of such outside copy. ☐

Texts of Conference speeches available are listed on p. 69.



Sandra Randazzo of Allied Linotype demonstrates interaction of Apple Macintosh PC and Linotype imagesetter to Jack Powers, president of Interactive Features, New York City.

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Top managers at newspaper companies read presstime. These influentials represent 90 percent of the daily newspaper circulation in the United States and 85 percent of the daily circulation in Canada, plus many non-dailies.

presstime informs the influentials

Top managers in all newspaper departments rely on presstime for the news of happenings in their field. The authoritative editorial content provides a quality environment for your advertising message.

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COURTS

Supreme Court rules SEC cannot stop publication

As the U.S. Supreme Court approaches the end of its current term, it has issued decisions in two free-speech cases.

It held that:

- The Securities and Exchange Commission cannot enjoin publication of financial newsletters.
- States cannot prohibit certain kinds of advertising by lawyers.

In *Lowe et al. v. Securities and Exchange Commission*, the court held 8-0 that the agency cannot prohibit Christopher L. Lowe from publishing investment newsletters because he is not registered as an "investment adviser" under the Investment Advisers Act [**presstime**, Feb. 1984, p. 30]. Lowe had been registered until 1981 when the SEC revoked his registration because of his convictions for misappropriating an investment client's funds, serving as an investment adviser without registering with the state of New York, tampering with evidence and stealing from a bank.

The court's June 10 decision reversed a ruling of the 2nd U.S. Circuit Court of Appeals.

In the opinion written by Justice John Paul Stevens, the court said that so long as Lowe's newsletters remain "impersonal" and do not give individualized advice to clients, they fall within the law's exclusion for "bona fide" publications.

Although the court originally accepted the case to determine the constitutionality of the SEC's action, the majority said there was no need to decide that issue.

In a separate, concurring opinion, Justice Byron R. White said the SEC's action was unconstitutional.

"The application of the Act's enforcement provisions to prevent unregistered persons from engaging in the business of publishing investment advice for the benefit of any who would purchase their publications . . . is a direct restraint on freedom of speech and of the press subject to the searching scrutiny called for by the First Amendment," said White, who was joined by two other justices.

The court's ruling was applauded by press representatives.

"Prior restraint has no place in our system of freedom of expression and the court's action is consistent with that view," observed W. Terry Maguire, ANPA vice president/general counsel.

"Although the high court decided the case on technical grounds, it is a major First Amendment victory for the public and the media," said Peter Prichard, associate editorial director of USA Today and chairman of the Freedom of Information Committee of the Society of Professional Journalists, Sigma Delta Chi.

The other free-speech case, *Zauderer v. Office of Disciplinary Counsel of the Supreme Court of Ohio*, involved Philip Q. Zauderer, a Columbus, Ohio, lawyer who was publicly reprimanded by the Ohio Supreme Court for a 1982 newspaper ad offering to represent clients in suits against the manufacturer of the Dalkon Shield, an intrauterine birth-control device.

The state court said the ads violated state rules against using illustrations and soliciting or accepting legal employment through ads containing information or advice on a specific legal problem.

In its May 28 decision, the U.S. Supreme Court struck down those rules as unconstitutional but left standing some mandatory disclosure requirements. ☐

COURT BRIEFS

- The 2nd U.S. Circuit Court of Appeals has upheld a lower court ruling that The Day Trust, owner of the daily newspaper in New London, Conn., is exempt from federal tax laws governing **private foundations.** The June 5 decision means that the trust need not divest The Day [**presstime**, May 1984, p. 51]. The ruling came on appeal of the Internal Revenue Service.

- Circuit Judge Maynard F. Swanson Jr. May 17 dismissed an amended libel complaint filed in Pinellas County, Fla., by WTSP-TV against the **St. Petersburg Times** and Times television critic Karl N. Vick. Swanson had dismissed the original complaint in February [**presstime**, April 1985, p. 35].

- A case in Ohio is raising the question of whether a newspaper focusing on financial information can be held **liable for misinformation.**

  The Franklin County Court of Appeals ruled that Phil Gutter of Columbus, an investor who lost money in an investment deal, can sue Dow Jones & Co. over incorrect information printed in The Wall Street Journal. The case was remanded to the Franklin County Municipal Court, where it originally was dismissed on a legal question.

  Dow Jones will appeal the decision to the Ohio Supreme Court.

- The full U.S. Court of Appeals, District of Columbia Circuit, June 11 agreed on a vote of 7-2 to a request by The Washington Post to rehear William P. **Tavoulareas' libel case** against the Post.

  A three-judge panel of the court had ruled in April in favor of the former Mobil Oil Co. president [**presstime**, May 1985, p. 40].

- The Massachusetts Supreme Judicial Court has refused to establish rules to shield reporters from having to reveal confidential sources and unpublished information.

  Gov. Michael S. Dukakis' Press Shield Law Task Force had asked the court to adopt rules amounting to a qualified **reporter's privilege.** But the court said instead that it will let law in this area develop on a case-by-case basis [**presstime**, Dec. 1984, p. 33].

Newspaper cases keep courts busy in Cookeville

Newspapers in Cookeville, Tenn., have been filing lawsuits at a furious pace. "Everyone's just sued everybody," observed J. Patrick Williams, publisher of The Dispatch, a tri-weekly newspaper.

First into court was Cookeville Newspapers Inc., owner of the daily Herald-Citizen, which filed suit in Chancery Court for Putnam County against its former circulation manager. The company seeks to recover at least $50,000 in newsrack receipts it alleges Lee R. Hardin converted to his own use before the newspaper fired him in March.

Hardin has denied the allegation and, in court papers, claims the money was taken from newsrack sales and "used for padding of circulation on home-delivered routes" with the knowledge and approval of the Herald-Citizen's president, Joe Albrecht.

In a counterclaim, Hardin alleges Albrecht decided to blame him for the circulation padding because the Herald-Citizen was preparing to sue its competitor and wanted to get its "house in order."

Three of Hardin's claims against the Herald-Citizen—wrongful discharge, malicious prosecution and abuse of process—were dismissed by the court June 21. A fourth claim, "outrageous" conduct, remains. Hardin has asked for $500,000 in punitive damages as well as costs and expenses for defending himself.

Shortly after the Herald-Citizen filed its suit against Hardin, The Dispatch signed a warrant for the arrest of Charles Denning, the Herald-Citizen's executive editor, on charges of petty larceny for allegedly stealing copies of The Dispatch from a newsrack. It published photographs it said were of Denning removing copies of The Dispatch from a rack. After a preliminary hearing in the General Sessions Court for Putnam County, the case was sent to a county grand jury.

Denning's attorney, Robert L. DeLaney, said his client "maintains his innocence."

Most recently, the Herald-Citizen filed suit in U.S. District Court charging Dispatch Publisher Williams and his father, V.D. Williams, with submitting "falsely and fraudulently" inflated circulation reports since 1980 to trade directories and to the U.S. Postal Service. It also charges The Dispatch with advertising improprieties, including a "double billing" scheme for co-op advertising. The suit alleges violation of federal laws, including a racketeering statute, and a state consumer protection law.

The Herald-Citizen is seeking unspecified monetary damages and legal costs. In late June, it planned to drop a request that The Dispatch be ordered to print the text of the court's judgment in the case once a week for 12 consecutive weeks.

The two Williamses have denied all charges, according to M. Arnold Peebles, attorney for The Dispatch. Peebles called the lawsuit "just something to cost that newspaper a lot of money and hurt them bad enough to put them out of business."

On the matter of The Dispatch's financial standing, the paper's owner, Osia Williams, wife of V.D. Williams, last September filed for Chapter 11 bankruptcy protection. In late June, she filed in U.S. Bankruptcy Court for a temporary injunction to block the Herald-Citizen's federal lawsuit because it had not been sanctioned by the bankruptcy court.

Meanwhile, The Dispatch reported on June 16 that it had agreed with the bankruptcy court to a July 26 public auction to dispose of "certain real property and certain personal property." ☐

LEGISLATION

Reagan proposes no tax change for circulation expenses

The Reagan administration's new tax revision plan does not contain any proposal to change the tax treatment of newspaper circulation expenses.

However, it would remove a reference to newspaper circulation expenses from a list of tax "preferences."

The section of the tax code dealing with circulation expenses, Section 173, became a target for congressional tax bill writers seeking to close tax "loopholes" because it was listed as a preference, according to Martin Casey, ANPA manager/government affairs.

Casey said the Reagan proposal "makes sense" because Section 173 was not intended as a tax preference but as "a clarification that all circulation costs qualify as regular business tax deductions."

Two bills pending in Congress would require that circulation expenses be amortized over five- or 10-year periods instead of being deducted in the year in which they occur, as Section 173 allows [presstime, April 1985, p. 36].

Both the House Ways and Means Committee and the Senate Finance Committee have begun hearings on the administration's tax proposal. They are expected to last the summer. ☐

ANPA warns against duty on Canadian newsprint

ANPA has expressed concern to a congressional subcommittee that several bills it is considering have the potential of exposing Canadian newsprint to an import duty.

The bills in question would allow for countervailing duties to be imposed on products brought into the United States if they are produced from a natural resource that is owned or controlled by a foreign government and that has been sold to manufacturers at less than fair market value.

Under the bills, in order for the duty to be imposed, U.S. producers would have to prove they have been injured by the practice.

In a June 11 letter to Rep. Sam M. Gibbons (D-Fla.), chairman of the House Ways and Means Committee's Subcommittee on Trade, ANPA Executive Vice President Jerry W. Friedheim stressed the United States tradition of duty-free importation of newsprint. "Duty-free printing paper is consistent with our philosophies of free speech and press," he said. ☐

REGULATIONS

Oregon legislators pass VDT bill

The Oregon legislature has passed a bill authorizing the director of the Workers' Compensation Department to establish guidelines for the state's procurement of video display terminals and related equipment.

The director is also authorized to develop voluntary guidelines for private employers in connection with an educational program. The bill passed the Oregon House June 12; it had been approved earlier by the Senate [presstime, April 1985, p. 36].

The bill's passage marked the first time a measure other than a so-called "study" bill, such as approved in Rhode Island last year, has been passed by a state legislature. Gov. Victor G. Atiyeh had not signed the bill at press time.

In other developments on the VDT front:

- Dr. Irving J. Selikoff, director of the Environmental Sciences Laboratory at the Mount Sinai School of Medicine in New York City, will initiate a four-year study on whether the terminals pose a health risk to pregnant workers.
- The Center for Office Technology has been established in Washington, D.C., by the Coalition for Office Technology to serve as a source of information on issues related to the use of the machines. ANPA contributed $20,000 to support the activities of this national coalition of manufacturers and users of VDTs [presstime, March 1985, p. 72]. ☐

Free newspaper files complaint over 2nd-class rates

Tri-Parish Journal Inc. of LaPlace, La., publisher of a free-circulation weekly newspaper, filed a complaint with the Postal Rate Commission over its not being allowed to use second-class postal rates. The commission June 10 said it will hear the case.

The Journal's June 7 complaint followed a decision in May by a judge in U.S. District Court, where the newspaper had filed suit against the Postal Service on the same issue. Judge Peter Beer said instead of suing in federal court, the Journal first should file a complaint with the rate commission. But he also said if the commission does not act promptly on the matter, the Journal again may seek court action.

In a related development, Times Publications Inc. of St. Louis, publisher of an "urban newspaper" called the Weekly, asked a U.S. District Court to strike down Postal Service rules prohibiting that free paper from using second-class.

Times Publication's suit against USPS becomes the fourth such case [presstime, Jan. 1985, p. 49]. In all of them, free newspapers label "unconstitutional" postal rules that—on the basis of their not being "paid" or "requested" publications—deny them the relatively low rates and good service of second-class mail.

The first paper to file such a suit, The Enterprise of Winchester, Tenn., won a favorable ruling from a U.S. District Court, and the U.S. Postal Service appealed to the 6th U.S. Circuit Court of Appeals. That court has scheduled oral argument Aug. 7.

ANPA filed a friend-of-the-court brief on behalf of the Postal Service in the Tennessee case. And W. Terry Maguire, ANPA vice president/general counsel, said the Association will file comments with the rate commission in the new Louisiana case contending the Tri-Parish Journal's complaint is without merit.

ANPA has said the Postal Service should be content-blind in deciding which publications are entitled to second-class rates. The "bright line" that Congress drew between second- and third-class mail is whether or not the public requests, or pays for, the material it receives, ANPA has said.

Tri-Parish Journal, which publishes the River Parishes Sun and distributes it by third-class mail in three Louisiana parishes west of New Orleans, said the "subsidizing of non-free newspapers" through in-county, second-class rates "while denying the same privilege to a free newspaper is arbitrary, capricious and is a denial of equal protection of law" under the Fifth Amendment.

The Journal also said the rules violate First Amendment rights.

The Journal asked the commission to hear the case within 90 days and to issue a decision within 90 days after the hearing. Judge Beer had said if the commission fails to act within those time frames, the free-paper company can take its case back to court.

The commission said it will proceed "as expeditiously as possible." ☐

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Rules change eyed

The U.S. Postal Service is contemplating another change in its rules affecting newspapers mailed second-class to non-subscribers.

The proposal was made June 13 during a settlement conference on a complaint Advo-System Inc. filed against so-called "second-class TMC" programs.

The conference, held at the Postal Rate Commission, where Advo filed its complaint, did not result in settlement. Further proceedings are scheduled July 8.

The new USPS proposal, which may replace an earlier one that effectively would disallow the non-subscriber practice, is more loosely worded than the first. Although the second leaves more room for interpretation, Tonda F. Rush, ANPA counsel/government affairs, said, "I'm not sure this is an improvement.".

Under the original rules-change proposal, newspapers would be prohibited from mailing a second issue on a day that another regular issue appears. ANPA filed comments against that proposal, saying it amounted to "unneeded problem solving" [presstime, June 1985, p. 56].

Under the new proposal, the Postal Service would apply "objective criteria" to determine whether an "issue" is eligible for second-class rates. The proposal states: "Among those criteria are signifi-

Rates uncertain as funding level is undecided

The outlook for some second-class mail rates remained uncertain in June, as a House-Senate conference committee had yet to resolve differences on how much to earmark for the "preferred" mail subsidy. It covers in-county newspapers and those mailing fewer than 5,000 copies outside the county of publication.

The House voted to allocate $871 million for the so-called "revenue foregone" subsidy, which in effect compensates the Postal Service for revenue lost in lower, "preferred" rates. The House-endorsed funding level would permit rates to remain close to levels established in an existing, 16-step phasing schedule. The program currently is at step 14.

The level of funding approved by the Senate was $100 million [presstime, June 1985, p. 56]. ☐

for 2nd-class TMC

cant differences in mode or scheme of distribution from other 'issues' of the publication; significant differences in advertising/editorial ratio from other 'issues' of the publication: and significant differences in subscriber/requester and nonsubscriber/nonrequester distribution from other 'issues' of the publication."

Content of an issue "is not a relevant factor and may not be considered in this determination," it adds.

Rush, in "initial reactions" to the proposal, said ANPA has two main concerns. One is that the proposal carries an implication "or a presumption or even a base suspicion that enhanced frequency (of publication) changes the rules." ANPA also is concerned about the "route of inquiry" in determining whether a particular issue qualifies for second-class rates.

"These criteria," Rush said in a letter to Frances G. Beck, USPS associate general counsel of the Office of Rate & Classification Law, "seem to say to a newspaper: You may exceed 75-percent advertising on occasion as the (Domestic Mail Manual) allows; you may distribute to nonsubscribers as the DMM allows; you may mail your newspaper or deliver it yourselves; but if you do anything differently on one day of the week than on all others, you have violated the above rules." ☐

UPI correspondent's detention is reminder of Lebanon dangers

Lebanon remains a dangerous place for journalists.

In a bizarre episode that occurred just hours before the June 14 hijacking of TWA jetliner 847, a correspondent for United Press International was kidnapped, driven around Beirut in the trunks of several cars, questioned and then released.

For reasons of safety, UPI has not revealed the name of the correspondent, a British national who returned to work immediately after the incident. His captors were also not identified by UPI.

This episode increased to at least three the number of journalists kidnapped for some period of time while working in Beirut over the past 15 months [presstime, April 1985, p. 40].

Two are still missing: Terry Anderson, Beirut bureau chief for the Associated Press who was abducted March 16, and Jean-Paul Kauffman, a French national who disappeared May 22 while on assignment for a French weekly, L'Evenement du Jeudi.

The two journalists are among a dozen Westerners who were taken hostage prior to the June 14 hijacking and who are still missing. In a June 19 telegram to President Reagan, the Foreign Press Association joined with relatives of several of these hostages in requesting that their safe return be made part of any agreement reached with the terrorists concerning the TWA passengers and crew. ☐

Equipment sought for Caribbean newspapers

The World Press Freedom Committee, which seeks used or reconditioned equipment for newspapers in developing nations, says there is an urgent need to improve printing facilities of several independent Caribbean newspapers. Crating and shipping costs will be met.

Requests are from The Voice in Grenada—typesetting equipment; and from The New Chronicle in Dominica—typesetting equipment, a Heidelberg KORD 62 press, a headliner and a nuArc press camera.

Equipment contributions qualify as tax deductions. Contact George Beebe, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 376-3860 or 751-8910. ☐

WORLD PRESS NOTES

- A commentator for a Philippine radio station was **shot and killed** by unidentified gunmen June 2 while he watched his 19-year-old daughter compete in a beauty contest.

Nabokodonosor Velez was the second commentator from the Cebu City radio station DYLA to be slain in five months.

Ten other Philippine journalists reportedly have been killed since January 1984.

- A correspondent for the AP-Dow Jones News Services was **ordered to leave** Bahrain. According to Bahrain officials, John Hitchcock was expelled for refusing to reveal sources for a story about the firing of five senior executives at the New York branch of Gulf International Bank, which is owned by seven Arab countries.

The news service supported the action of the reporter, who has been reassigned to London.

- A Reuters correspondent was **ordered to leave** Iran for allegedly biased and false reporting.

The Iranian government press agency said Trevor Wood had been warned previously about his work. Reuters denied that his reporting was biased or false. Wood, a Briton, has been reassigned to London.

- In mid-June, the government of Chile **lifted its seven-month state of siege**—which included the closing of six opposition newspapers [presstime, March 1985, p. 39].

- Encouraged by a **$100,000 challenge grant**, the Inter American Press Association has set a December deadline for a fund drive to give its annual scholarship program a firm financial base [presstime, Jan. 1985, p. 55].

The grant from Argentina S. Hills, president of the Ramos Foundation and publisher of El Mundo of San Juan, Puerto Rico, calls on IAPA to match the dollars 2-for-1 and to raise a permanent endowment of at least half a million dollars.

Military press pool policies clarified

Procedures for future press pools covering military operations were clarified during recent meetings between representatives of the news media and the Defense Department.

One such meeting May 29 at the Pentagon with several newspaper bureau chiefs sought to iron out problems that arose during the first test of the pool in April [presstime, June 1985, p. 62]. Participants agreed that details of the discussion would not be made public, but the defense officials and news executives agreed on guidelines for notification, communications, security and logistics which will be used in another pool test and then further evaluated.

Attending the session with then Assistant Secretary of Defense for Public Affairs Michael I. Burch and members of his staff were: ANPA Executive Vice President and General Manager Jerry W. Friedheim; Robert P. Clark, president of the American Society of Newspaper Editors and vice president/news for Harte-Hanks Communications Inc; and Washington bureau chiefs from Newhouse Newspapers, The Times Mirror Co., The Milwaukee Journal, The Christian Science Monitor and the Chronicle Publishing Co. of San Francisco. These newspaper organizations are likely to be involved next in pool tests.

Friedheim said the meeting was "constructive and productive" and provided information that the first pool would have liked to have had.

ASNE's Clark said he was "quite pleased" with the meeting. "A lot of homework had been done" by the department, he said. "The next exercise will go a whole lot better."

In a related matter, a task force that was established to examine relations between the military and the media issued a report calling on President Reagan and other leaders to ensure media access to war zones.

Entitled *Battle Lines*, the report of the Twentieth Century Fund task force said that the presence of journalists in war zones "is not a luxury but a necessity."

The report endorsed the recommendations of the Sidle Panel on Media-Military Relations [presstime, Sept. 1984, p. 38], but also called for the acceptance of the burden of handling the issue by the civilian parties responsible—the president and the secretary of defense.

"Just as the president and his civilian deputies bear the responsibility for prosecuting a war, so must they assume responsibility for policy decisions on press access and censorship," the 178-page report said.

The 13-member task force consisted of scholars, journalists, and former military and government officials, including ANPA's Friedheim, a former assistant secretary of defense for public affairs. The panel recommended that news organizations urge directors of training programs for journalists to include military people in seminars to broaden journalists' familiarity with their military contemporaries.

It also recommended that the Defense Department encourage greater sophistication among its officers about the First Amendment, the role of a free press in American society, journalistic processes and "the limitations and strengths of American journalism generally."

The report noted that the question of the right of access by journalists to war zones has been "clouded by legal ambiguity." The U.S. Court of Appeals, District of Columbia Circuit, recently dismissed a suit brought by magazine publisher Larry Flynt that challenged the constitutionality of the government's barring reporters from the early stages of the Grenada invasion in October 1983. The appeals court said the suit was moot.

The task force said it believes that "it is healthier for the press and for our democratic polity if such complicated constitutional issues are not left to the courts."

"All of us have a stake in seeing to it that the nation's civilian authorities, military leaders and journalists restore a workable yet arm's-length relationship," the report concluded. "It is the best way to ensure a free and informed society."

Battle Lines, which includes the report of the task force along with a background paper by Peter Braestrup, a former war correspondent and now editor of the Wilson Quarterly journal, and the report of the Sidle panel, may be purchased for $10 from the Twentieth Century Fund, 41 E. 70th St., New York, N.Y. 10021; (212) 535-4441. ☐

Pentagon clams up after hostages taken

The Pentagon clamped a temporary lid on information about military movements in the wake of the holding by Shiite Moslems of American hostages from a hijacked Trans World Airlines jet in Beirut, Lebanon.

Michael I. Burch, then assistant secretary of defense for public affairs, ordered all Pentagon officials not to comment on the movement of U.S. warships or military units during the crisis. Burch, acting in the name of Defense Secretary Caspar W. Weinberger, directed that "until further notice, defense agencies will not confirm the location of any specific naval vessel or formation worldwide."

The directive was a departure from the normal policy of confirming general locations for some units. It followed angry reactions by senior Pentagon officials to television reports that the counterterrorist Delta Force unit had left the United States for the Middle East, and reports in the media of the movements of U.S. warships to the Lebanese coast.

Such reports may have caused the hijackers to move the hostages from the TWA airliner to hiding places, said Burch, who left his Pentagon position June 21 as previously scheduled. ☐

Daily, university hold minority workshops

The Philadelphia Daily News and Penn State University cosponsored a series of journalism workshops for 15 minority high school students toward the end of the recent school year.

Minority staff members at the newspaper conducted four Saturday sessions in reporting, writing and editing. Another day was devoted to a briefing from university officials on admissions policies and opportunities for financial aid.

The students were also invited to participate for free in Penn State's annual summer workshop for professional minority journalists.

"I see this as a long-range program," said Lynn Martin Haskin, acting director of academic affairs at Penn State's Delaware County Campus, who coordinated the event along with her husband, Donald L. Haskin, associate editor of the Daily News. ☐

9

Education

Ueberroth eases policy on pictures taken at games

After news organizations cried foul, Baseball Commissioner Peter V. Ueberroth developed a new policy for issuing press credentials to photographers. The policy will be in effect for this month's All Star Game and for the post-season playoff series.

The controversy erupted when the commissioner suggested major league teams require news photographers to sign a standard agreement before allowing them to cover games this season [presstime, June 1985, p. 36].

Newspapers balked, objecting to provisions that said "ownership, copyright and property rights" in activities taking place at a ballpark remained the sole property of major league baseball, and that the commissioner had the "absolute and unconditional right" to purchase any photographs at a price not to exceed laboratory costs.

The agreement also restricted the use of photographs to news publications. And it specified that pictures were not to be reproduced for sale or distribution or for commercial or promotional use without the written consent of the team.

After a meeting in May between Ueberroth's staff and representatives of ANPA, the American Society of Newspaper Editors, the American Society of Magazine Photographers, the Associated Press Sports Editors and The New York Times, the commissioner agreed not to use the agreement at this year's All Star Game, League Championship Series and World Series.

Instead, he had his staff draw up a statement that will appear on the reverse side of a new press pass for photographers covering those events.

The statement, which does not have to be signed, contains no reference to ownership rights, and it gives the commissioner the right to purchase only *published* photos at the cost charged any other customer.

However, it does provide that use of photographs taken by a credentialed photographer be limited to news coverage of the game.

"I think we got 90 percent of what we asked for," said Claudia M. James, ANPA assistant general counsel.

Ueberroth has not recommended that teams use the new statement for regular season games but "probably" will make that recommendation next year, according to Edwin M. Durso of his staff. ☐

Media management education resource center planned

A resource center where materials on teaching media management will be gathered and disseminated will be established at the University of Minnesota School of Journalism and Mass Communication.

The decision was made by the school after participants at a first-ever national conference for educators interested in the topic identified it as a "prime need," according to John M. Lavine, Cowles professor of media management and economics, who organized the June 10-12 gathering in Minneapolis.

The 35 educators and seven journalism professionals who attended explored such questions as what kinds of students media management courses are intended to reach, how these courses fit into the journalism curriculum, what topics should be covered, what teaching techniques should be employed and how media professionals can be used effectively.

Lavine called media management "a really blossoming area of journalism education."

An impediment to media management education has been the dearth of textbooks. The problem may be eased with six books to be published within the next two years.

The conference was funded by ANPA Foundation, Gannett Foundation and the Minnesota Journalism Center.

In related developments:

- The Association for Education in Journalism and Mass Communication/ANPA Foundation Cooperative Committee on Journalism Education is inviting journalism educators to submit project proposals in the areas of teaching media management and economics, and computer-based learning techniques. The two areas have been identified by the committee as priorities for ANPA Foundation support in 1986 [presstime, June 1985, p. 70].

Deadline for brief project descriptions and budget outlines is July 22. For information, contact Judith D. Hines, vice president and director of the Foundation, at The Newspaper Center in Reston, Va.

- Northeastern University in Boston announced June 3 its Department of Journalism will offer a master's degree program in news media management beginning this fall.

The program was created after mid-career journalists and New England media executives expressed a need for such a program, said LaRue Gilleland, department chairman. ☐

Fifty-six teachers took part in a three-day Newspaper in Education workshop in Buenos Aires, Argentina. It was sponsored by Clarín, a Buenos Aires daily newspaper.

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Employee Relations

Arbiter reinstates ITU official

In the latest development arising from the turmoil at the International Typographical Union, an arbitrator ordered the ITU to reinstate Raymond E. Brown, a former ITU vice president, as an international representative.

Brown was fired immediately after Robert S. McMichen took over as ITU president Aug. 27, 1984. McMichen told Brown in a letter that he was "terminated because I do not have confidence in your willingness or ability to carry out the policies of the [ITU] executive council or my directions as president."

Including Brown, 13 of the union's 24 international representatives were discharged after McMichen took office. Grievances were filed on their behalf by their bargaining representative, Local 1 of the International Federation of Staff and Office Employees' Union [presstime, Nov. 1984, p. 50].

Arbitrator Rolf Valtin ruled May 23 that Brown had not been dismissed "for just and sufficent cause," as provided in the labor agreement with IFSOEU.

Valtin noted that McMichen and Brown had been "political enemies" since the ITU's 1983 convention, when Brown, rather than McMichen, received the endorsement of the ITU's Progressive Party to fill a vice presidential slot. McMichen later ran as a presidential candidate and defeated the incumbent, Joe Bingel.

Brown ran on a slate that stood for merger with the Teamsters, while McMichen campaigned for merger with an AFL-CIO-affiliated union.

The ITU contended in the arbitration that Brown was not covered by the IFSOEU labor agreement, but Valtin found that Brown had received a leave of absence as an international representative while he served in a supervisory position excluded from IFSOEU bargaining-unit coverage at ITU headquarters in Colorado Springs. The arbitrator held that Brown had the status of an agreement-covered representative at the time of his discharge.

Valtin noted that Brown was employed by the Teamsters in December 1984 on a temporary basis, joining several other fired ITU representatives to work in furtherance of the aims of a coalition that favors an ITU merger with the Teamsters.

In concluding that the discharge was lacking in "just and sufficient cause," Valtin said "a fatal flaw" in the ITU's position was that Brown was fired immediately after McMichen's assumption of the presidency, "before there was any demonstration of whether Brown could or would work loyally and effectively" for McMichen.

McMichen could not be reached for comment on the arbitration decision, but his assistant, William F. Frazee, said Brown had been offered reinstatement as required by Valtin's award. Brown subsequently reported for duty June 17.

Hearings on the grievances of the other 12 representatives, including IFSOEU President Thomas J. McGrath, have been scheduled July 23, 24 and 25 before Arbitrator Joseph M. Sharnoff.

In other ITU matters, the July 8-Aug. 21 referendum on a proposal to merge with the Teamsters is going forward [presstime, June 1985, p. 88]. U.S. District Court Judge Thelton E. Henderson ruled May 22 in San Francisco that the ITU executive council acted legally when it set the mail-ballot referendum. The pro-Teamsters "Coalition for Merger" had asked the judge to disallow the mail ballot.

Depending on the outcome of the referendum, the International Association of Machinists and Aerospace Workers has indicated its interest to pursue merger discussions with the ITU. IAM President William W. Winpisinger noted in a letter to McMichen that his union "represents thousands of people in the printing and publication fields."

The ITU's Frazee also said a merger with the Graphic Communications International Union "is not dead at this point."

AFL-CIO President Lane Kirkland told McMichen in a recent letter that more than 700 of the federation's Central Labor Bodies have been asked to provide assistance in keeping the ITU "within the mainstream of organized labor."

The ITU has scheduled regional membership meetings July 6 in St. Louis and July 7 in San Francisco to discuss the Teamster merger proposal. Meetings were scheduled for late June in New York City, Toronto and Winnipeg, Manitoba.

—Clark Newsom

NLRB elections

Clarksburg (W.Va.) Exponent and Telegram, Teamsters: Part-time mailroom helpers voted 12-4 against representation by Local 789 of the Teamsters.

(NLRB Case No. 6-RC-9557)

Harrisburg (Pa.) Patriot and Evening News, ITU: Mailroom employees voted 10-2 against further representation by Mailers' Union No. 76.

(NLRB Case No. 4-RD-1234)

Memphis Commercial Appeal, ITU: Composing room employees voted 37-27 to retain Typographical Union No. 11 as their bargaining representative.

(NLRB Case No. 26-RD-673)

Plattsburgh (N.Y.) Press-Republican, ITU: Newsroom employees voted 9-4 against representation by Typographical Union No. 769.

(NLRB Case No. 3-RC-8695)

Salinas (Calif.) Californian, Guild: Employees in all departments except the composing room voted 53-37 against representation by San Jose Newspaper Guild Local 98.

(NLRB Case No. 32-RC-2090)

Recent contract settlements

Nashville Newspaper Printing Corp., GCIU: Three-year agreements covering pressroom employees, platemaking employees, truck drivers and paper handlers; retroactive to Jan. 1, 1985.

Vancouver (British Columbia) Province and Sun, GCIU, Guild, ITU: Three-year agreements covering composing room, mailroom, pressroom, editorial and commercial employees; retroactive to Oct. 1, 1984.

Winnipeg (Manitoba) Free Press, GCIU, ITU: Two-year agreements covering circulation, composing, editorial, mailroom and pressroom employees; retroactive to Oct. 1, 1984.

(Details in July 1985 ANPA Labor & Personnel Relations Letter)

Union held not entitled to data

The National Labor Relations Board has agreed with an administrative law judge that The Olympian of Olympia, Wash., lawfully refused to give a union information on non-bargaining unit employees.

The case arose from charges filed with the NLRB by Northwest Typographical Union No. 99.

The union charged the newspaper had violated the Taft-Hartley Act by refusing to supply information on pay rates and terms and conditions of employment for unrepresented advertising department employees doing paste-up. That work formerly was done by union-member composing room employees.

The administrative law judge ruled that the union had not shown the information was relevant to a "legitimate" union need. The judge recommended that the board dismiss the complaint [presstime, Dec. 1984, p. 53].

(Federated Publications Inc. and Northwest Typographical Union No. 99, 275 NLRB No. 11) ☐

Independent union charges Dow Jones with discrimination

An independent union that represents about a third of Dow Jones & Co.'s employees has filed employment discrimination charges with the U.S. Department of Labor's Office of Federal Contract Compliance Programs.

The charges, filed by the Independent Association of Publishers' Employees Inc., allege that Dow Jones, publisher of The Wall Street Journal and other publications, has discriminated against minority and female employees.

The Labor Department unit enforces an executive order covering discrimination by federal contractors. Dow Jones said it isn't a government contractor and therefore is not covered by the order. The charges are "completely without merit," the company said.

The union contends that Dow Jones qualifies as a federal contractor because of the large volume of advertising by federal agencies carried in the company's various publications. ☐

Sacramento Bee strike case sent back to lower court

A federal appeals court has remanded to a lower court a labor case stemming from a 1978 strike at The Sacramento Bee.

At issue is the reinstatement of more than 50 printers represented by Typographical Union No. 46 who were permanently replaced after they refused to cross a picket line of Mailers' Union No. 31, a local that also is affiliated with the International Typographical Union.

The Bee had appealed a U.S. District Court's upholding of an arbitrator's award that directed the newspaper to reinstate the so-called "sympathy" strikers. District Judge Raul A. Ramirez had stayed the reinstatement order until his ruling could be reviewed by the 9th U.S. Circuit Court of Appeals.

The union had appealed to the National Labor Relations Board an earlier ruling by an administrative law judge who held that the Bee did not violate the Taft-Hartley Act by refusing to reinstate the printers [presstime, March 1984, p. 48]. The board has not yet acted on the appeal.

The ruling by the 9th Circuit listed points of law for Judge Ramirez to consider before making a decision. It said he failed to consider "relevant and important factors."

The 9th Circuit said Ramirez "will need to decide if a final board decision adopting the ALJ's opinion would take precedence over the arbitrator's decision to the extent that the two are in conflict."

The appellate court noted that the board shares with the District Court "concurrent jurisdiction over cases legitimately involving both unfair labor practice charges and breach of collective bargaining agreement claims."

(Central Valley Typographical Union No. 46 and ITU v. McClatchy Newspapers, USCA9 Nos. 84-1893, 84-2120) ☐

Additional arbitration awards

Camden (N.J.) Courier-Post, IAM: Arthur T. Van Wart ruled that employees required to work on a holiday were not entitled to either another day off or another day's pay in addition to premium pay for the holiday.

Cleveland Plain Dealer, Guild: Nicholas Duda Jr. sustained the discharge of a copy editor for unsatisfactory work.

New York Times, Guild: Jonas Aarons found that the company did not violate the labor agreement in reassigning clerical work.

Newark Star-Ledger, GCIU: Barbara Zausner Tener sustained the discharge of a pressman for causing a web break on the press and leading a one-hour work stoppage.

Richmond (Ind.) Palladium-Item, independent: Marlin M. Volz dismissed as untimely a grievance over the transfer of a printer after finding it was filed more than two years after the transfer occurred.

St. Paul (Minn.) Pioneer Press & Dispatch, Guild: Thomas P. Gallagher upheld management's right to establish and change minimum qualifications for job applicants.

San Jose (Calif.) Mercury News, Guild: Francis Richard Walsh sustained a three-day disciplinary suspension given a circulation department clerk for not following instructions.

Scranton (Pa.) Tribune, Guild: Thomas J. DiLauro directed the newspaper to restore the pay and agreed-upon job duties of a former assistant Sunday editor who had been reassigned to a new reporting position.

Seattle Post-Intelligencer, ITU: Leroy R. Smith ruled that the company had properly computed the pay of electronic maintenance technicians.

Tacoma (Wash.) News Tribune, Guild: Eaton H. Conant found that the company had not complied with the remedy order in his earlier award upholding the union's position that editorial page makeup work should be performed by a member of the bargaining unit [presstime, May 1984, p. 72].

Washington Post, Guild: Herbert Fishgold upheld the union's position that the Centrex telephone room supervisor should be included in the bargaining unit.

Washington Post, ITU: Paul J. Fasser Jr. converted to a five-and-a-half month disciplinary suspension the discharge of a mailroom helper for continual tardiness.

(Full texts are available from the ANPA Human Resources Department at The Newspaper Center.)

Board backs workers' refusal to handle ads

The Labor Relations Board of British Columbia has ruled that employees of The Province and The Sun in Vancouver did not violate provincial labor law when they refused to handle advertisements from a company that had been declared "unfair" by the local labor federation.

The case stemmed from a Sept. 11, 1984, "lockout" by Famous Players Ltd., a theater chain, of employees represented by the International Association of Theater and Stage Employees, Local B-72.

Pacific Press Ltd., publisher of the newspapers, filed charges with the board alleging that its employees—represented by locals of the Graphic Communications International Union, The Newspaper Guild and the International Typographical Union—were engaging in an illegal strike by refusing to perform work associated with publishing the ads.

The president of Typographical Union No. 226 had informed the composing room foreman that the labor federation had declared Famous Players "hot" and that his union's members were exercising their right under the labor agreement to not handle work from the company.

The board ruled that the unions did not engage in an unlawful strike but were "merely asserting their positive contractual rights to temporarily define the work required to be performed" by their members. Only a refusal to perform work "required" by a labor agreement would fall within the definition of a strike, the board said.

The Famous Players labor dispute ended Dec. 22, 1984. ☐

Canadian election

Toronto Globe and Mail, Guild: Full-time advertising department employees voted 72-64 to be represented by the Southern Ontario Newspaper Guild in an election supervised by the provincial labor board. The vote marked the first time the advertising employees have joined a union. Part-time advertising workers rejected the union by a vote of 6-3. The Guild already represents editorial, circulation, maintenance and delivery employees at the newspaper.

Supreme Court lets stand a ruling upholding union in rehiring case

The U.S. Supreme Court has refused to disturb an arbitrator's finding that the San Francisco Newspaper Agency violated its labor agreement with a pressmen's union by refusing to rehire a discharged employee.

The agency, which performs non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner, had appealed the arbitrator's award, contending that the ruling destroyed its right to fire a worker permanently.

The Supreme Court made no comment on its decision not to review the case, which involved pressman Michael Tenorio.

Tenorio, who moved to the West Coast after he was convicted of a misdemeanor for property damage during a 1975 strike at The Washington Post, was fired by the agency in 1978 for allegedly threatening another employee.

In 1981, Web Pressmen's Union No. 4 referred him to the agency for a job, but he was refused employment.

Arbitrator Robert LeProhn held that the agency had not made any effort to ascertain whether Tenorio's "behavior patterns" had changed since his discharge. LeProhn ruled that the agency's refusal to hire the grievant was "arbitrary and perfunctory" and remanded the matter to the parties for a remedy [**presstime**, Feb. 1983, p. 36].

The newspaper agency said it will attempt to resolve the dispute in negotiations with the union.

(San Francisco Newspaper Printing Co. v. San Francisco Web Pressmen's Union No. 4, No. 84-1652) ☐

Comparable worth cases rejected by unanimous EEOC

The Equal Employment Opportunity Commission has voted unanimously to reject the concept of "comparable worth" in deciding cases that allege pay discrimination.

Spokesman Reginald A. Welch said there were about 266 cases based on comparable worth pending before the five-member commission. The plaintiffs in those pay-discrimination suits will now have to seek redress through the courts rather than the EEOC.

EEOC Chairman Clarence Thomas had indicated earlier this year his opposition to the idea that lower-paying, traditional female jobs should be upgraded to the salary levels of jobs of comparable skill and responsibility that are held predominantly by male workers [**presstime**, March 1985, p. 24].

Following the commission's vote June 17, Thomas said: "We are convinced that Congress never authorized the government to take on wholesale restructuring of wages that were set by non-sex-based decisions of employers—by collective bargaining—or by the marketplace."

He said the concept of comparable worth is not recognized under Title VII of the Civil Rights Act of 1964, which outlaws discrimination in pay on the basis of gender. ☐

Senate approves two NLRB nominations

The U.S. Senate has confirmed Wilford W. Johansen and Marshall B. Babson as new members of the National Labor Relations Board.

The AFL-CIO had opposed Babson's nomination but not Johansen's.

The confirmations mark the first time since December 1982, except for a three-month period in the summer of 1983, that the board will be at full, five-member strength [**presstime**, April 1985, p. 35].

The NLRB reported in May that its case backlog dropped to 1,163 cases, a 29-percent decline since the peak of February 1984 when 1,647 cases were pending.

In another confirmation, the Senate approved the nomination of Rosalie Gaull Silberman to serve a five-year term on the Equal Employment Opportunity Commission. Silberman had been serving as a member of the five-member commission since December 1984 under a recess appointment that was due to expire July 1 [**presstime**, Jan. 1985, p. 63]. ☐

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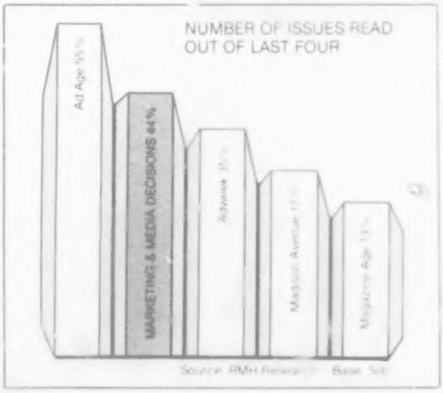


MARKETING & MEDIA Decisions

The industry's service magazine

ABC studies tie between Sunday edition, cable TV

A second Colorado newspaper has reaped a circulation windfall by teaming up with a cable television operator in a fashion that has stirred interest at the other newspaper in town.

The Colorado Springs Sun reached an agreement with Colorado Springs Cablevision whereby cable subscribers began getting the Sunday Sun June 2 as a service covered by the monthly cable fee. As part of the agreement, The Sun created a new weekly cable-TV guide as part of its Sunday paper.

Sun circulation manager Gerald Beattie said the agreement increased Sunday circulation by "just over 30,000." According to Audit Bureau of Circulation figures, the Sunday Sun averaged 44,750 circulation for the six months ending March 31.

That day, The Denver Post became possibly the first U.S. newspaper to increase circulation through this kind of agreement with a cable company [presstime, June 1985, p. 96]. Beattie said "we have a program you might say is identical."

The similarity means the future of the Sun and the Post cable agreements may ride together on the outcome of ABC board deliberations over the issue.

ABC has agreed to count Denver cable subscribers as paying customers, but the Rocky Mountain News, the Post's major competitor in Denver, contested the decision.

At its meeting June 12-14 in Pebble Beach, Calif., the ABC board considered the issue. However, David Keil, ABC's president and managing director, said later he could not comment on what, if any, action was taken until the Post and News had been notified. Keil said he expected notification to occur by late June.

E. Roy Smith, publisher of the Colorado Springs Gazette Telegraph, a Sun competitor, said "that letter [to the Post and News] is going to determine everybody's reaction" to the cable agreements. "Right now, it's in a state of flux."

At the Telegraph, Smith said, "We look upon the whole concept as bogus. It's not a customer-initiated order."

The Sun's Beattie said ABC reviewed "our entire plan, and you might say they signed off on it."

Sun Managing Editor Robert E. Franken added that the cable agreement provides readers with a "super TV magazine, and it also enables us and our advertisers to reach additional people and grow with this market."

While the additional circulation helped the Sun trim the Telegraph's lead, the Telegraph remains the Sunday winner with 107,870, according to ABC figures.

Subscribers to Colorado Springs Cablevision pay $1.25 a month for the Sunday Sun—the newspaper's full Sunday-only subscription price—as part of their cable bill, Beattie said. He said the Sun gets a "portion" of the $1.25 per-subscriber charge but declined to specify the amount. ☐

ICMA honors first group to graduate from Empire State circulation program

The initial group to complete the first undergraduate newspaper circulation marketing and management program in the United States was recognized at the annual sales conference of the International Circulation Managers Association.

The seven graduates have received associate degrees or bachelor's of science degrees after completing circulation programs at Empire State College of the State University of New York [presstime, Jan. 1983, p. 33].

Each graduate is employed as a circulation executive at a U.S. newspaper, ranging in size from the 39,651-circulation Intelligencer/Record of Doylestown, Pa., to USA Today.

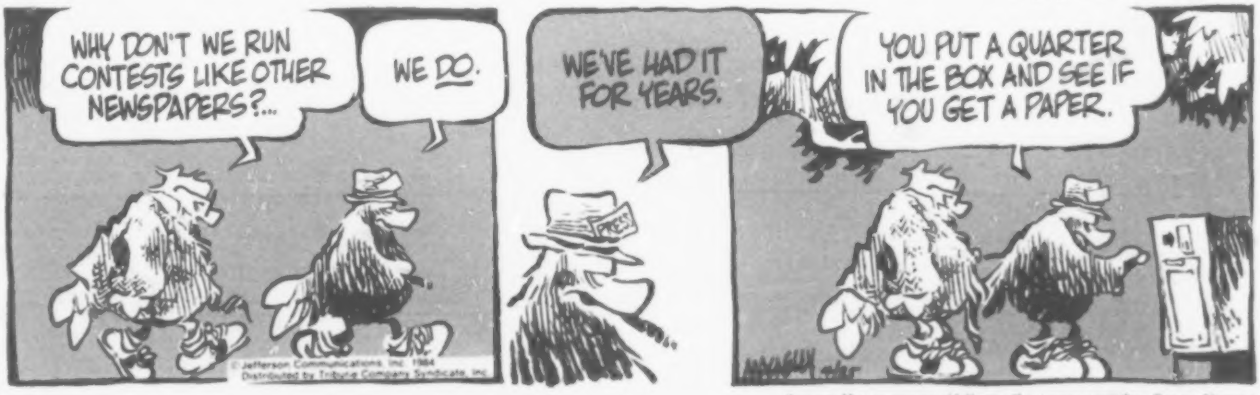
Also at the June 9-12 meeting in Columbus, Ohio, Russell A. Barcroft, assistant to the publisher/circulation at the Santa Barbara (Calif.) News-Press, was elected ICMA president.

Richard J. Lakus, circulation director of the Worcester (Mass.) Telegram & The Evening Gazette, was elected executive vice president; David Thomas, director of circulation at The Courier-Journal and The Louisville Times, first vice president; and Ronald C. Anderson, director of circulation at Gannett Rochester Newspapers, second vice president. Jack Butcher, circulation director of The Tampa Tribune and the outgoing ICMA president, became chairman of the Executive Committee.

The meeting drew 560 members, third largest attendance in ICMA history. The organization now has a record 1,533 members. ☐

'Shoe'

By Jeff MacNelly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YOU PUT A QUARTER IN THE BOX AND SEE IF YOU GET A PAPER.
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AT&T to play role in local-line home-banking program

AT&T, barred from electronic publishing under the divestiture consent decree for another four years, will contribute neither content nor transmission lines to a planned electronic financial services network, the company said.

Bank of America, Chemical Bank and Time Inc. will join AT&T in the venture, according to an announcement June 3. The companies will develop, produce and nationally market electronic banking, brokerage and other services aimed at consumers and small businesses [**presstime**, March 1985, p. 40].

AT&T spokeswoman Marilyn Colliver said the network will use only telephone lines owned by local operating companies.

The new company will "act as a systems operator and distributor of electronic transaction services," according to a company statement. "Other financial institutions will be sought as information providers and (as other) distributors of the venture's services."

AT&T must play a limited role in the new company because of the divestiture order that broke up the Bell system and banned AT&T from engaging in electronic publishing over its own lines until 1989.

The network's first customers will come from the approximately 37,000 homes and small businesses that subscribe to Chemical Bank's Pronto and Bank of America's HomeBanking services.

The new company plans to start operating in New York and California this summer after it receives regulatory approval. AT&T said the new company "expects to expand into other markets by the end of 1985."

Francis J. Heffron, executive vice president of AT&T Technologies, Inc., noted that each partner will contribute financial backing. Also, he said, "All four companies have extensive and complementary experience in the field of videotex."

Star-Telegram is partner in new service

InterFirst Bank Fort Worth and the Fort Worth Star-Telegram will offer a "Home Banking" service this fall. The service, which will be accessible through any personal computer with a modem, will enable users to pay bills and conduct bank transactions 24 hours a day, seven days a week.

It will be the first such service offered in the Southwest.

Home Banking will preserve the "float" that normally occurs when customers write checks for purchases or to pay bills. "As far as we know, no other home banking service offers this," said John R. Morris, communications advertising manager of InterFirst Bank.

In addition, the venture will be tied with a database, Startext, which is currently marketed by the Star-Telegram.

Las Vegas papers vie in public access videotex

Two rival newspapers, the Las Vegas Sun and the Las Vegas Review-Journal, are also competing in the public access videotex market.

Teleguide, which is backed by the Sun, and Infoview, a venture affiliated with Donrey Media Group, owner of the Review-Journal, are two of the nation's largest operators of such videotex systems, which provide hotel, restaurant, shopping and other information in public places [**presstime**, Aug. 1984, p. 10].

Both Teleguide and Infoview currently have terminals in hotels as well as the Las Vegas Convention Center. The convention center installations are on a trial basis, and at the end of the year, the authority that oversees the facility will determine whether one, both or any systems will be allowed to stay there, according to Kathryn S. Dannerbeck, sales manager for Infoview.

No official criteria have been given, but the systems will probably be judged on the basis of their performance and usage, said Doug McLean, executive vice president and general manager of Sun Teleguide Las Vegas.

The systems differ not so much in the technology but in the type of information offered. According to McLean, the Infoview approach is to offer many listings, comparable to "electronic yellow pages," while Teleguide's information is more extensive, such as having 125 "pages" (screens) of information about a hotel.

Inserts are part of paper, new law says

Legislation exempting preprinted newspaper supplements from Colorado's sales and use tax was signed into law June 6 by Gov. Richard D. Lamm.

The new law overturns a ruling by the state Revenue Department that the existing exemption for newspapers did not apply to the printing of advertising supplements.

"They (Revenue Department officials) said a preprinted advertising supplement was not a part of the newspaper," said William F. Lindsey, secretary of the Colorado Press Association. "Our argument was that it is."

Meanwhile, in Texas, the Legislature adjourned without exempting newspaper subscriptions and single-copy sales from the state's sales tax.

But officials of state newspaper associations are confident they will be successful in the next session, which convenes in January 1987.

An exemption bill passed the Senate May 9. However, a companion bill failed to get out of the House Ways and Means Committee.

Just prior to the Legislature's adjournment in late May, members of the Texas Daily Newspaper Association and the Texas Press Association gave up their intense lobbying efforts aimed at moving the bill out of committee in return for a pledge that the panel's chairman would introduce and work on behalf of an exemption bill in the next session, according to Philip A. Berkebile, TDNA executive vice president. "We feel we have lost the battle but won the war," he said.

State Comptroller Bob Bullock told Texas newspapers after the tax was imposed last year that he would not conduct any audits to check compliance, according to Glen M. Castlebury, associate deputy controller. Publicly, Bullock has said administration of the tax would be impossible.

In Iowa, District Court Judge A. Lavorato has ordered the Des Moines Register and Tribune Co. and the state of Iowa to try to come to a settlement in their tax dispute.

The newspaper claims it is due a refund of the money it paid pursuant to the state's now-defunct sales tax on purchases of newsprint and ink [**presstime**, Feb. 1985, p. 35].

Use of low-rub-off inks is on the increase

Inks that do not rub off newspapers are starting to find their way into the business.

One daily, The Washington Times, has been using no-rub inks produced by U.S. Printing Ink successfully for seven months, and the St. Petersburg Times and Evening Independent, using inks made by Flint Ink Co. and J.M. Huber Corp., converted to 100-percent no-rub newspapers in June.

About 10 to 20 other papers are in some stage of converting to no-rub or low-rub inks. At least one, however, has suspended use of the inks because of a linting problem.

The price of the new inks is higher than for conventional ones, but some users are discovering other benefits are accruing as rub-off diminishes.

Ink rub-off is a decades-old problem for newspapers, which have used petroleum-based inks to print their products. The trouble with petroleum is it doesn't dry; consequently, some of the black pigment eventually winds up on readers' hands [**presstime**, Nov. 1984, p. 6]. The new no-rub inks employ solvents and resins that dry as vehicles for the pigment.

The Washington Times began using no-rub inks exclusively in response to reader complaints, said Charles J. (Pat) Patterson, production manager. "As the new newspaper in town, we wanted to be the best paper possible."

Since the Times began using the new inks, he said, "I haven't had one (complaint)."

St. Petersburg's decision to convert to no-rub inks was also made to placate reader complaints, said Norman J. Dusseault, assistant general manager. However, the papers have discovered the inks also improve reproduction.

"It prints better than conventional offset inks," Dusseault said, "and doesn't show through. If anything, there is a quality increase."

All three papers reported mileage is about the same as with conventional offset inks, and there are no problems caused by the change in chemistry.

Prices for the inks remain high. Conventional offset black ink costs about 46 cents per pound. No-rub inks are averaging 55 to 90 cents per pound, depending on the rub characteristics of the ink and excluding any discounts, according to the four major U.S. ink suppliers.

"We're still paying a premium above the regular price of conventional offset black," said Patterson of The Washington Times. "But the price is becoming competitive."

Six months ago, there was one ink manufacturer with a no-rub product on the market, he said, but now all the major suppliers are marketing no-rub inks.

On the downside, the Asbury Park (N.J.) Press discontinued testing a Flint low-rub ink in May because of linting, according to Jules L. Plangere III, vice president of operations. However, Plangere said he expects Flint will solve the problem.

Also seeking an answer to the rub-off problem are two companies experimenting with inks for letterpress presses.

Chemoxy International Ltd., a chemical firm based in Middlesborough, England, is testing a black letterpress ink whose base consists of water and a varnish made with oxidized parafin.

According to V.M. (Jim) DeLisi, vice president of Fanwood (N.J.) Chemical Inc., marketing agent for Chemoxy, the ink contains 48-percent water, 30-percent varnish, 20-percent carbon black and 2-percent other substances. Among the ink's features are no show-through, high rub resistance and improved environmental characteristics, he said.

"Successful long press runs have been made in England and West Germany," DeLisi said. "We believe it produces a higher quality reproduction" close to that of offset printing.

The ink, however, cannot be used with NAPP or BASF photopolymer plates. "It's not compatible with photopolymer plates that are not resistant to water," he said.

Because much of the ink is made with water, DeLisi said, it can be shipped in a concentrated form and formulated at a newspaper's plant. It will be commercially available in Japan in August, he added.

The other company currently experimenting in this arena is Dayton (Ohio) Tinker Corp., a research-and-development firm that is testing a black letterpress ink made with dyes. According to President Rodger L. Gamblin, the ink is completely rub resistant one hour after printing and can be used on existing letterpress and flexographic newspaper presses. Like the Chemoxy ink, the dye-based ink could swell water-sensitive plates.

The Dayton Tinker ink differs from conventional inks in that the dyes "have an affinity for paper fibers," he said. Thus, they "stain" the newsprint rather than lay down a carbon film on the surface as regular inks do.

Tests so far indicate the dye-based inks have mileage "comparable" to conventional inks, Gamblin said, and projections indicate the cost would also be comparable if mass-produced. Early tests also indicate the dye-based ink is less likely to mottle, he said, and it lays down better.

"We believe that (letterpress) newspapers using the inks could achieve quality levels comparable with offset and flexographic printing processes," he said. "It's not just less rub-off, but there is better laydown." *—Paul Kruglinski*

TECHNOLOGY CALENDAR

- The second annual conference on **Computer Generated Graphics** will be July 16-18 at the Hotel Meridien, Boston.
- **Type-X '85** will be Aug. 17-19 at the Washington Hilton, Washington, D.C.
- The **Atex Newspaper Users Group** will meet Aug. 25-28 at the Capital Hilton Hotel, Washington, D.C.
- **IMPACT '85: Focus on Productivity**, the 46th newspaper operations conference sponsored by the New England Newspaper Operations Association, will be Sept. 26-29 at the Copley Marriott, Boston.
- **Lasers in Graphics** will be Sept. 29-Oct. 3 at the Opryland Hotel, Nashville.
- **Gutenburg International**, a graphic arts show, will be Oct. 17-20 at the convention center in Washington, D.C.
- The **Digital Equipment Computer Users Society**, or DECUS, will sponsor a symposium Dec. 9-13 at the Disneyland Hotel in Anaheim, Calif.

Steve Schuster, vice president of sales, Chemco Photoproducts, shows C.A.P.S. to ANPA's Peter P. Romano and George Cashau (foreground).

Three firms give equipment to ANPA

During the Conference & Exposition, three firms announced equipment donations to ANPA for use at The Newspaper Center in Reston, Va.

- TKS-USA donated a double-width flexographic press unit, which will be used in efforts to solve photopolymer-plate and water-based ink problems associated with flexography.
- Hell Graphic Systems Inc. donated a Hell 399ER color scanner. The advanced scanner, to be used for research and training in color separations, replaces the 399L the firm had donated previously.
- Chemco Photoproducts Co. donated a CEC 7000 Exposure Computer and a C.A.P.S. Pre-Scan Evaluation System. Both products will be used in research and training programs in color separation. ☐

Times to test anilox offset units

The New York Times has announced the purchase of two Goss Headliner offset units with keyless (anilox) inking systems. The Graphic Systems Division of Rockwell International Corp. will deliver the units in January 1986.

The installation will bring to three the number of North American newspapers experimenting with keyless offset. The others are The Commercial Appeal of Memphis and the Burlington County Times of Willingboro, N.J. ☐

TECHNOLOGY NOTES

- Chemco Photoproducts Co., a Glen Cove, N.Y., maker of graphic arts systems, and ECRM Inc., a Bedford, Mass., manufacturer of graphic cameras and scanners, announced a marketing agreement whereby **Chemco will market ECRM's product line**.

- An investment group led by London-based Brown Goldie & Co. Ltd. has agreed to **buy and recapitalize Hastech Inc.**, a Manchester, N.H., manufacturer of newspaper front-end and pagination systems. Monotype Inc. of Arlington Heights, Ill., which makes imagesetters and graphics terminals, will be a minority partner.

- Scitex Corp. of Bedford, Mass., **acquired Royce Data Systems** of Hopkinton, Mass. Royce manufactures text composition systems for the commercial and in-plant markets; Scitex makes electronic systems for color publishing.

- **Chorus Data Systems Inc.**, a Merrimack, N.H., maker of imaging systems, **led an investment group that acquired Unitex Inc.**, a Nashua, N.H., manufacturer of front-end systems for newspapers that nearly ceased operating.

  The resurrected company will be called Cuneiform Systems Inc. and will operate as a separate firm with headquarters in Nashua.

- Delta Data Systems Corp., a Trevose, Pa., maker of front-end systems, **plans to service Computek equipment**.

  Computek had ceased being a supplier to newspapers, and Delta Data recently purchased components of the defunct firm's Model 200, Publisher 4 and Display 8 systems.

  Inquiries should be made to Phil Gallo or Nick Buckley at (215) 322-5400.

- Rochester Institute of Technology has established a new **Center for Imaging Science**. It will conduct research into remote sensing, digital imaging, optics and robotic vision as applied to graphic arts.

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Pagination, done right, can result in higher-quality newspapers

BY WILLIAM H. STROUD

For the past year and a half, The Philadelphia Inquirer has been experimenting with pagination. With a minimal commitment of manpower and equipment, we have demonstrated that we can use the Atex News Layout system to produce our main news section, our metropolitan section, our daily features section and our Sunday Books and Leisure section.

William H. Stroud

Because it was a test done with minimal equipment, we tackled these sections serially, not all at the same time.

We started with Metro, because we knew that this section, with its wide-open pages, fast-paced makeovers and complicated zoning scheme, would be one of the most difficult parts of the paper for pagination to handle. By tackling the hardest job first, we reasoned, we would learn more.

And we learned a lot.

First, we learned that pagination—specifically Atex News Layout—can produce the editorial portion of any part in our newspaper under the battlefield conditions of heavy copy flow and demanding deadlines.

Secondly, we learned that pagination can enhance editorial quality. I can spot a paginated page in The Philadelphia Inquirer by checking the corners of boxes for perfect mitres and by looking at other elements for perfect alignment and spacing. Paginated pages look better.

Furthermore, I am convinced that in the long run paginated pages will be better written and edited. This will result from the extension of editorial control over the product. No more hasty trims made on the composing room floor. No more whacking a well-cropped picture to get in a story that's three inches too long.

If we do pagination right, first edition foulups can go the way of transposed letters, upside down corrections and lines of type that say ETOIN SHRDLU.

Remember when the first good front-end systems were introduced?

Copy editors complained that they were being forced to think about computers when they should have been concentrating on grammar. The new processes were awkward and distracting. The proofroom was shut down and the newsroom was working without a safety net.

What happened?

The first thing that happened was that we realized we needed more and better copy editors than we had had before. Front-end systems did place new and more complicated demands on the desks.

The second thing that happened was that our newspapers got better. If you doubt that, go to your files, pull out a bulldog edition from 15 years ago and read it. If you saw errors like that in a paper today you'd swear you had a hardware problem.

Today's newspapers are cleaner, better edited and more readable.

They are not necessarily better looking.

Hot metal makeup was a fine craft, backed by rich traditions of excellence and nurtured through long apprenticeships. And metal type imposed its own rigid discipline on the printer.

Frankly, we never got that good with paper, wax and Exacto knives. I think our own composing room is better than most, but as I look at newspapers from all over the country I am appalled by the examples I see of cheesy, slipshod cold-type makeup.

Pagination, again if it is done right, can give us back the precision we once were so proud of and then some. Unfortunately it can also give us the flexibility to do things that are silly, ugly or downright disgusting. It's no problem, if you are so inclined, to mix six different column measures on a page with three boxes, two mortises and a couple of venetian indents.

What do I mean when I talk about pagination done right?

In the long-run, a full pagination process must meet four standards:

1. It must be complete, accepting classified and display advertising and editorial text and graphics as input and producing complete pages as output, either on paper or as printing plates.
2. It must be integrated, merging parallel editorial, advertising and graphics systems into a single job stream, but permitting late updating of any page component from the system where it was created.
3. It must be interactive, so that production and page composition work can be done simultaneously with reporting and editing. Systems that do electronic page makeup only after text has been edited are not acceptable for large, deadline-oriented newspapers.
4. It must be modular, so that the separate subsystems—editorial front-end, news text pagination, classified pagination, display ad management, etc.—can be installed and operated independently as well as components of the overall system.

That is what I want from the vendor. And in our case, the vendor—Atex—has been doing pretty well. The technology exists to do virtually all pre-press news production work electronically, even for a newspaper as big as The Philadelphia Inquirer. With enough equipment, we can already paginate the newshole, except for graphics. Graphics pagination will be ready for us before we are ready for it.

The biggest challenge facing us is not acquiring technology. The challenge is to integrate technology in our newsrooms to produce newspapers that are more timely, more interesting, more accurate, better looking, easier to read and cheaper to produce. Our goal must not be just pagination, but pagination that improves the editorial product instead of compromising it.

This is pagination the hard way—interactive, newsroom-based pagination, not tacked on at the end of our editorial work, but touching and changing all of the things that we in the newsroom do now.

Jobs will change, particularly for news editors and copy editors. Some new newsroom jobs will be created. And complex logistical problems will be encountered,

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Stroud is assistant to the executive editor of The Philadelphia Inquirer. This article is adapted from his presentation June 10 at the 1985 ANPA Operations Management Conference & Exposition in New Orleans.

particularly as we deal with such issues as editioning and zoning and integration of newspage layout systems with computerized edition design, ad production and graphics storage and manipulation.

I am reminded of when my mother got her first washing machine. We lived on a cotton farm a few hundred miles up the river from here and one day a week, every week, a woman would come early in the morning, build a fire under an iron washpot in the back yard, and begin the long process of boiling, scrubbing, rinsing, wringing and hanging the weeks' laundry.

The new washing machine my Dad bought not too long after the end of World War II was a labor saving device, but not for my mother. There was less work to be done, but after a while the washer woman was no longer needed. The labor-saving device gave Mother the privilege of doing the wash herself.

That's the way it will be with pagination and newsrooms. Pagination will reduce the amount of work necessary to produce a page, but it will increase work in the editorial department.

There will be plenty of temptations to simplify the task of pagination—at the expense of timeliness and editorial quality. But for those who are willing to work hard, select technology wisely and work closely with the best suppliers of electronic equipment, there will also be opportunities to use pagination to produce better, more competitive and more profitable newspapers.

As I said at the beginning, we have learned a lot in the last year and a half.

One lesson was that we probably should not have started with the Metro section. It is not that News Layout cannot handle the complex job. It can. It's just that we were not prepared initially to cope with pagination's human impact—the jolt encountered when it, or any new process, changes the way dozens of people work.

A second lesson was that we should have spent more time and care on training our copy editors—not making them paginators but helping them to understand the process and why they were being required to do things differently.

We also learned that it takes about a month for a new process to become "the way we've always done it." After two months it becomes religion.

But the most important lesson was that pagination offers us an opportunity for improved editorial quality. Pagination, backed by adequate computer hardware and coupled with thoughtful, caring attention to newsroom manpower needs, can give us better newspapers.

And that is pagination done right. ☐

Other speeches available from Conference & Exposition

Single copies of the following ANPA Operations Management Conference & Exposition speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center.

Monday, June 10

General Session

• **Address by the ANPA Chairman and President, Richard J. V. Johnson,** president, Houston Chronicle

Theme: Mid-Decade Status

• **Return on Investment from Quality Printing and Content, N. Christian Anderson,** editor, The Register, Santa Ana, Calif.

• **Distribution and Printing: How Can We Better Serve Our Advertisers? Michael H. Heath,** president and chief operating officer, Bergen Evening Record Corp., Hackensack, N.J.

Three Concurrent Symposia
The Newsroom: Pagination et al.

• **Eric Wolferman,** executive editor, The Reporter, Landsdale, Pa.; **Jim Butler,** managing editor, Alexandria (La.) Daily Town Talk; **John Cranfill,** assistant managing editor, The Dallas Morning News; **Robert J. Farquhar,** director/new systems and assistant managing editor, The Daily Oklahoman, Oklahoma City; **Mark Wigginton,** director/pagination, Press-Telegram, Long Beach, Calif.

Setting Standards for Quality

• **Stephen F. Carazo,** manager/production, The Hartford Courant; **Paul T. Lynch,** coordinator/color control, The Record, Hackensack, N.J.; **Ray Maly,** vice president/operations, The Columbian, Vancouver, Wash.

Innovative Ideas for Small Newspapers

• **Steven C. Samer,** general manager, Concept Publishing Systems, Beaver Dam, Wis.; **Edward R. Thomas,** director/production, The Daily Item, Sunbury, Pa.; **Paul J. Zindell,** president and chief operating officer, The Register Star, Hudson, N.Y.

Tuesday, June 11

General Session—Theme: PRESSING DECISIONS—Objectives—Opportunities—Options

• **James K. Feeney,** president, Windmoeller & Hoelscher Corp., Lincoln, R.I.; **Edward R. Padilla,** chief executive officer, M.A.N.-Roland USA Inc., Middlesex, N.J.; **James R. Price,** president, Taft Equipment Sales Co., Chicago

• **Distribution: New Horizons: A Report from the ANPA Distribution Task Force, Gene McDavid,** vice president and general manager, Houston Chronicle

Three Concurrent Symposia
Commercial Printing—Your Tandem Market

• **Joe M. Blackwell,** director of production, Alexandria (La.) Daily Town Talk; **Jonathan Markey,** president, Gannett Offset, Rosslyn, Va.; **John M. Robe[illegible]s,** president and publisher, The Victoria (Texas) A[illegible]vocate; **James J. Rogers,** business manager and dir[illegible]/production, Oregonian Publishing Co., Portland

Ink Issues: Rub-off, Recycling and Regulation

• **John L. Irvin,** manager/production, St. Petersburg Times and Evening Independent; **Michael Bella,** vice president/production, The Times Journa[illegible]o., Springfield, Va.; **Andrew C. Harteveld,** [illegible]nager/Northwest Plant, The Washington Post; **Charles J. Morrow,** director/production, Los Angeles Times; **J. A. Riggs Jr.,** senior vice president/operations, The New York Times

Post-press Packaging: Preprint Predicament

• **James A. Cooper,** assistant vice president/operations, The Washington Post; **Kathleen Hanley,** assistant manager/production, The Times Journal Co., Springfield, Va.; **Dale E. Nissen,** director/production, Houston Chronicle; **Brian Young,** managing director, The Sunday Times, Perth, Australia

Wednesday, June 12

General Session
Theme: Electronic Directions—Our Future Electronics: BYTEing the Bullet

• **James P. Lennane,** president, System Integrators Inc., Sacramento, Calif.

Theme: Electronic Horizons

• **AD/SAT, N.S. Hayden,** president and chief executive officer, AD/SAT, Los Angeles

• **Prepress Electronics—An Overview, David H. Goodstein,** president and chief executive officer, Inter-Consult, Cambridge, Mass.

• **Electronics in Magazine Publishing, John R. Werner,** assistant to the president, Publishers Phototype International, Carlstadt, N.J.

Three Concurrent Symposia
Keeping Your System Up

• **Kenneth K. Kniceley,** director/production, Charleston (W.Va.) Newspapers; **Marion W. (Pete) Walker,** director/production, Rocky Mountain News, Denver; **T. Michael Clarke,** manager/publishing systems, The Toronto Star; **Francis M. Price,** vice president/production, The Cincinnati Enquirer

Symposium II: Scanning the Scanners

• **Scott C. Cornish,** assistant/quality assurance, USA Today, Rosslyn, Va.; **Jimmy V. Hamilton,** director/data systems and production, The Commercial Appeal, Memphis; **James Norris,** director/operations, Newsday, Long Island, N.Y.; **Michael Stern,** manager/production, Syracuse Newspapers Inc.

PCs: Effective Usage by Newspapers

• **Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.; **Joseph P. Albrecht,** publisher, Cookeville (Tenn.) Herald-Citizen; **James P. Quinn,** vice president/production and systems, The Home News, New Brunswick, N.J.; **Rockford Smith,** assistant vice president, Stauffer Communications, Joplin, Mo.; **Stephen B. Waters,** vice president, Daily Sentinel, Rome, N.Y.

Recycling may face tough times

Although newsprint mills are recycling waste paper at an increasing rate, the recycling industry may be in trouble.

"The main cause of the problem is the strength of the dollar and the trade deficit," said Peter L. Grogan, executive director of Eco-Cycle Inc., a nine-year-old recycling program in Boulder, Colo.

The recycling industry is finding that its waste products are too expensive for buyers overseas, he explained. The industry also is meeting competition at home from less-expensive raw pulp imports.

Grogan is not optimistic, saying that recycling in the United States "will go a couple steps backwards. We're going to see some (recycling) programs go out of business."

Another reason recyclers may be in for hard times is the current newsprint glut. Joseph F. Prendergast, ANPA manager of newsprint and transportation, noted that oversupply is holding newsprint prices down. One reason is that the strong U.S. dollar makes it feasible for U.S. users to buy newsprint from overseas suppliers.

To municipal recycling programs, the newsprint glut means the price of their major commodity, old newspapers, is likewise depressed.

Fred A. Sharrin, editor of the Official Board Market, a paper industry publication, reported that the price of waste newspapers often fluctuates, but in June it was "at a low" of $25-30 per ton. A year ago, waste papers sold for $50 per ton.

Thus, recycling programs are losing money. Eco-Cycle, which supplies about 1,000 tons of waste newspapers per month to various paper companies, had a $34,000 profit last year. This year, it expects to lose $75,000 to $80,000.

While Eco-Cycle previously was able to balance its budget without using funds from the cities of Boulder and Longmont, Colo., which it serves, "Now, we're using the (city) funds for plain everyday operation," said Grogan. In the past, it used city funds only for program improvement, such as buying more equipment.

Bryan F. Allen, manager of newspaper recycling at the Ontario Paper Co. Ltd. in Thorold, Ontario, blamed depressed prices on an oversupply of waste newspapers. "There are a lot of waste newspapers right now. It seems to have hit everyone (all the paper companies) at the same time," he said.

According to the latest report of the American Paper Institute, the amount of waste newspapers to produce newsprint increased 16.3 percent in two years, from 930,000 short tons (844,000 metric tons) in 1981 to 1,082,000 (982,000) in 1983.

The demand for waste newspapers, while not matching the burgeoning supply, still is not falling.

The number of municipal collection programs in the United States is now about 400, said J. Rodney Edwards, API vice president/paperboard. That compares with slightly more than 225 five years ago. Many communities are stressing recycling, especially those having problems disposing of solid waste, he added.

Gary Rehn

Community groups such as Boy Scouts and local church groups help with Saturday curbside pick-up.

Ironically, the success and growth of collection programs are contributing to their financial problems. "We're over-collecting now," said Edwards. Mills using recycled paper are "running close to capacity at this point."

Garden State Paper Co. in Garfield, N.J., which relies exclusively on waste newspapers, has a "temporary oversupply," according to Clare Mullett, manager of the company's eastern regional procurement operation. Garden State uses about 500,000 tons of waste paper per year. Its suppliers include 50 municipal programs.

Ontario Paper Co. Ltd., which started producing newsprint from recycled fibers in 1983, also has an oversupply. "We're trying to cut back our purchasing program," said recycling executive Allen.

API's Edwards does not foresee a return to equilibrium until there is more growth in the U.S. economy.

Meanwhile, recycling programs are having to trim their staffs and cut back their services, according to Eco-Cycle's Grogan. "We're holding down expenses to weather the storm."

As tough times hit the recycling business, some efforts are being made to protect it. For example, Edwards of API said that to counter the possibility that recyclable paper will be incinerated, 25 states have enacted legislation protecting the paper recycling industry. New Jersey has even proposed mandatory recycling laws.

However, "in the face of the oversupply, such laws would be counterproductive," Edwards said. "Recycling should not be legislated in or out." The market should determine the amount of waste products to be collected, he said.

Besides Garden State, five other U.S. paper companies use all or a percentage of recycled fibers for newsprint production: FSC Paper Co. in Alsip, Ill., Publishers Paper Co. in Oregon City, Ore., Southeast Paper in Dublin, Ga., Southwest Forest in Snowflake, Ariz., and Manistique Paper Co. in Manistique, Mich. Ontario Paper is the only Canadian newsprint mill that uses recycled paper. —*Miriam Archea*

Archea, a Duke University senior, is interning at presstime *this summer.*

Newspaper stocks reach 50-day level

Newsprint consumption by all U.S. users was 0.1-percent higher in May than in May 1984. For the first five months, U.S. users consumed 1.1-percent more than they did in the same period in 1984.

Consumption by U.S. daily newspapers increased 4.6 percent in May and 4.2 percent for the first five months, compared with 1984 totals.

Newsprint inventories of newspapers in ANPA's statistical sample were estimated at 50 days' supply at the end of May, up from 43 days a year earlier. Stocks of North American mills were 20.4 percent above the previous year's level.

The May operating rate for Canadian mills was 94 percent, and for U.S. mills it was 90.3 percent.

Shipments from Canadian mills for the first five months were up 5.1 percent from the same period last year. Canadian shipments to the United States increased 6.7 percent, those within Canada increased 0.1 percent, and those to overseas customers increased 1.6 percent.

Domestic shipments from U.S. mills for the first five months were down 4.9 percent.

Estimated consumption of all U.S. daily newspapers[1]

Region	**1985(r)**	**1984**	**% Change**
Northeast	175,206	167,680	+4.5
North Central	150,725	150,385	+0.2
South	231,695	227,294	+1.9
West	161,261	160,176	+0.7
Circulation size			
up to 25,000	54,669	45,208	+20.9
25,001-100,000	144,012	124,508	+15.7
Over 100,000	520,206	535,819	-2.9
April totals	718,887	705,535	+1.9
Four-month totals	2,793,757	2,684,227	+4.1
Region	**1985(p)**	**1984**	**% Change**
Northeast	186,513	174,528	+6.9
North Central	159,837	157,495	+1.5
South	241,716	231,705	+4.3
West	168,579	159,540	+5.7
Circulation size			
up to 25,000	56,960	47,245	+20.6
25,001-100,000	151,384	130,233	+16.2
Over 100,000	548,301	545,790	+0.5
May totals	756,645	723,268	+4.6
Five-month totals	3,550,402	3,407,495	+4.2

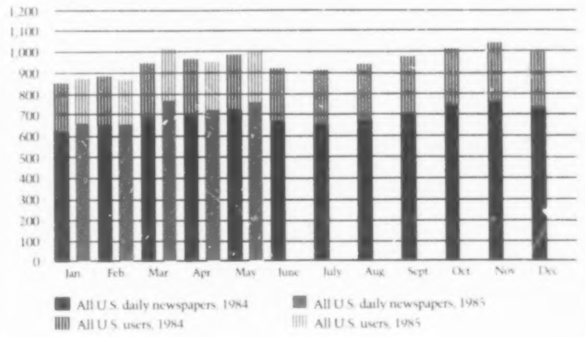
Estimated consumption of all U.S. users

	1985	**1984**	**% Change**
March totals	1,004,000(r)	946,000	+6.1(r)
April totals	951,000(r)	973,000	-2.3(r)
May totals	994,000(p)	992,000	+0.2(p)
Five-month totals	4,687,000(p)	4,638,000	+1.1(p)

Production

	Canada	**U.S.A.**	**North America**
May 1985	768,045	418,316	1,186,361
May 1984	811,068	435,896	1,246,964
Decrease	-43,023	-17,580	-60,603
	-5.3%	-4.0%	-4.9%
Five months 1985	3,848,931	2,079,258	5,928,189
Five months 1984	3,592,847	2,118,429	5,711,276
Increase or decrease	+256,084	-39,171	+216,913
	+7.1%	-1.8%	+3.8%

Estimated newsprint consumption 1984-85 (thousands of metric tons)



Stocks

U.S. publishers[2]	**Tonnage**	**Days' supply on hand**	**Days' supply in transit**
March 1985	966,785	42	6
March 1984	777,550	34	5
April 1985	976,758	43	6
April 1984	770,386	33	6
May 1985	963,423	44	6
May 1984	811,160	36	7
Canadian mills			
May 1985	382,324	--	--
May 1984	326,743	--	--
U.S. mills			
May 1985	70,826	--	--
May 1984	49,601	--	--

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
May 1985	533,672	86,480	121,791	741,943
May 1984	611,729	99,107	138,875	849,711
Five months 1985	2,769,945	438,535	544,023	3,752,503
Five months 1984	2,595,590	438,258	535,239	3,569,087
Increase	+174,355	+277	+8,784	+183,416
	+6.7%	+0.1%	+1.6%	+5.1%
From U.S. mills				
May 1985	393,415	----	16,611	410,026
May 1984	416,599	----	34,239	450,838
Five months 1985	1,954,901	----	114,330	2,069,231
Five months 1984	2,055,302	----	114,232	2,169,534
Increase or decrease	-100,401	----	+98	-100,303
	-4.9%	----	+0.1%	-4.6%
From North American mills				
May 1985	927,087	86,480	138,402	1,151,969
May 1984	1,028,328	99,107	173,114	1,300,549
Five months 1985	4,724,846	438,535	658,353	5,821,734
Five months 1984	4,650,892	438,258	649,471	5,738,621
Increase	+73,954	+277	+8,882	+83,113
	+1.6%	+0.1%	+1.4%	+1.4%

[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons

[2] Represents stocks of ANPA-member newspapers in statistical sample
(r) = revised (p) = preliminary

Newsprint

Goldsmith, Crown pledge cooperation

Sir James Goldsmith and Crown Zellerbach Corp. agreed to cooperate on a plan to restructure the company and "to work together to maximize shareholder values."

Under terms of the agreement, Crown Zellerbach elected Goldsmith to its 12-member board; the two parties suspended their lawsuits against each other; and Goldsmith will not buy more Crown stock until 10 days after giving notice of intent to do so, or until 48 hours after Crown's restructuring has been filed with the Securities and Exchange Commission—unless there is "some extraordinary event" regarding the company.

Prior to the agreement, Goldsmith purchased another 1.2-million shares and raised his stake in the company to nearly 25 percent [**presstime**, June 1985, p. 85].

In other ownership matters:

- Olympia & York Developments Ltd., a Reichmann family-owned firm, is proposing to sell its 93-percent interest in Abitibi-Price Inc. to Gulf Canada Ltd. as a part of a plan to buy a 49-percent share of Gulf Canada from Chevron Corp. Olympia & York purchased Abitibi in 1981.
- Kruco Inc., a holding company founded by a former Kruger Inc. president, wants Kruger to divulge financial information Kruco wants before selling 1.25-million Kruger shares. The holding company owns 32 percent of Kruger, and the proposed sale represents about one-third of that amount. Kruger opposes the move.

Production temporarily suspended at 13 mills

Four Canadian newsprint producers are suspending production temporarily at 17 mills. They are:

- Abitibi-Price Inc. at nine mills for an average of five days this month, decreasing production by about 29,000 metric tons
- Consolidated-Bathurst Inc. at four mills for two weeks beginning June 22
- CIP Inc. at its Gatineau and Trois-Rivieres, Quebec, mills—June 22-July 2; at its Dalhousie, New Brunswick, mill—June 28-July 8
- Crown Forest Industries Ltd. at its Campbell River, British Columbia, mill—the week beginning June 10.

Transportation

Norfolk issues warning on Conrail

Norfolk Southern Corp. said if it is barred from tax credits held by Conrail or if substantial progress is not made by the end of this year in securing congressional approval of the sale of Conrail, the company may drop its offer to buy it.

Congressional hearings continue regarding purchase proposals of Norfolk Southern and Morgan Stanley & Co. [**presstime**, June 1985, p. 85].

The Congressional Budget Office estimated that the government will make a $200-million profit by selling Conrail to Norfolk Southern. But CBO added there are uncertainties surrounding the sale.

Also, a group of Conrail employees has taken the Department of Transportation to court over whether the government has the right to negotiate a sale that includes the employees' 15-percent interest in Conrail.

Meanwhile, the Norfolk Southern and Guilford Transportation Industries have reached agreement for the transfer to Guilford of 955 miles of railroad and trackage rights over an additional 375 miles. The divestiture is part of the Conrail purchase process.

Van line purchase OKd

The ICC has approved Norfolk Southern Corp.'s application to acquire North American Van Lines. It was the first time since a 50-year-old ban was lifted last summer that the ICC has allowed a railroad to purchase a trucking company whose services will not be tied to the rail operations. Trucking and union interests are expected to challenge the decision [**presstime**, Oct. 1984, p. 60].

Greyhound franchises routes

Greyhound Corp. has started franchising portions of its 94,000-route-mile bus line in an effort to curb losses. It plans to spin off 10 percent of its routes.

Greyhound, which lost about $1 million in 1984, said it eventually may get out of the bus-transportation business if the franchising program is unsuccessful.

The company also has begun selling many of its downtown bus terminals in major cities. It plans to relocate most of the terminals closer to expressways.

Greyhound attributes its financial problems to decreasing ridership, although its charter bus service has expanded and package shipments—including newspapers—have provided steady revenues.

Trailways Bus System has engaged in franchising since the 1930s and now has 41 member companies in its system.

TRANSPORTATION NOTES

- U.S. railroads in 1984 paid a record low in **loss and damage claims**—46 cents for each $100 of freight revenue, the Association of American Railroads said. It was the first year that the payout per $100 of revenue fell below 50 cents. The payment was 53 cents in 1983 and 75 cents in 1982.

The AAR attributed the decline to improvements in equipment, training, and inspections and audits.

Another factor is rail deregulation that permits claim-payment clauses in contracts. New claims filed in 1984 totaled 449,017, down 14.3 percent from 1983, reflecting another all-time low.

- The AAR also has reported that the **number of railroads in the United States declined** from 6,000 in the 19th century to about 400 today—including switching and terminal companies. Of those 400, 29 are classified as Class I, with annual gross revenues of $84 million or more. They account for more than 95 percent of all U.S. rail traffic.

- Several U.S. railroads have petitioned the Interstate Commerce Commission to reconsider its May order reasserting jurisdiction over **boxcar joint rates** and requiring affected railroads to file appropriate tariffs on joint-line boxcar shipments.

The ICC recently instituted certain regulatory changes following an order from a U.S. Court of Appeals. The ICC has asked the Supreme Court to hear an appeal of that order, but the court denied the petition.

The ICC also has reopened its proceeding on rail decontrol [**presstime**, June 1985, p. 85].

- The Union Pacific Railroad System and Katy Industries reached an agreement under which the Union Pacific will acquire **Missouri-Kansas-Texas Railroad Co.**, a 98-percent-owned Katy subsidiary, for $108 million. M-K-T operates 3,100 miles of track. The transaction is subject to ICC approval.

Speeches

Tom Johnson

Drake Mabry

Maurice Buchart

William Van Kirk

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Washington Dulles International Airport, Washington, D.C. 20041:

Reducing the Conflict Between Business and the Media
Tom Johnson, publisher and chief executive officer, Los Angeles Times. Remarks made in receiving the annual Executive of the Year Award, University of Arizona, Tucson, March 29.

The Nation's Newspapers—Credible or Incredible?
Drake Mabry, former associate editor, The Des Moines Register. New Mexico State University chapter, Society of Professional Journalists, Sigma Delta Chi, Las Cruces, May 1.

From the 38th Congress of the International Federation of Newspaper Publishers, Tokyo, May 12-16:

The Role of the Publisher
Robert Thomas, managing director, North Wales Newspapers Ltd., Oswestry

Do Economic Interests Threaten Freedom of the Press?
Basilio Riesco, director, Jean Frey AG, Zurich, Switzerland

New Technology for Graphics and Photographs
Edward D. Miller, chairman, Computer News Graphics Inc., Cinnaminson, N.J.

Technological Developments at Japanese Newspapers
Yoshiyuki Kuroiwa, chairman, NSK Production Committee, and production manager, Mainichi Shimbun, Tokyo

Newspapers and the New Electronic Media in Japan
Hirohiko Oshima, vice chairman, NSK Media Development Committee, and executive vice president, Chunichi Shimbun, Nagoya

Electronic Publishing and the Future of the Press: The French Experience
Francis Raoul, head/external relations, Le Parisien Libéré, and president, Syndicat des Quotidiens Regionaux

Radio, TV and the Written Press in Italy
Giovanni Giovannini, president, Italian Federation of Newspaper Publishers, Turin

Labor Disputes on Shorter Working Time in the German Print Industry in 1984
Rudiger Niemann, managing director, German Newspaper Publishers Association, Bonn

Coping with the Information Explosion: A News Agency Solution
Ian MacDowall, editor for Asia, Australia and New Zealand, Reuters

From the International Newspaper Financial Executives spring conference, Hot Springs, Va., May 5-8:

Keynote Address
Maurice Buchart, vice president and general manager, The Courier-Journal and The Louisville Times

Internal Controls and the Auditor
Alan R. Pfeifer, director/auditing, The Times Mirror Co., Los Angeles

Personal Computers in the Newsroom
William Van Kirk, editor/systems and office support, Tribune Co., Chicago

Telecommunications and the Financial Executive
William G. Hooper, director/telecommunications consulting services, Price Waterhouse & Co., St. Louis

Suburban press ponders challenge from rising competition

Newspapers serving big-city suburbs have carved out quite a niche for themselves over the past 20 years. Many enjoy a stronghold on suburban advertising and news. Loyal readers have come to think of them as their "hometown" paper.

But the market may be changing for many of the nation's suburban newspapers.

"Lately, competitors have been springing up around us," said Richard Aginian, president and chief executive officer of Suburban Communications Corp. of Livonia, Mich. Suburban publishes 12 twice-weekly papers in the northern and western Detroit suburbs.

For one thing, "Dailies have woken up and are getting their act together and doing it very well," he said.

Of course, "there's also Advo," he said, referring to Advo-System Inc. and other direct-mail firms that are competing for the business of distributing preprinted advertising.

Lewis F. Fisher, president of Fisher Publications of San Antonio, said direct mail is "probably our biggest" competitor. However, as is characteristic of the suburban press, he said his company is very flexible and can make changes to meet demand.

"With nine publications, we have a mix that enables us to adapt to our market. It helps to adjust to competition." In a way, Fisher added, "We compete with everyone and we compete with no one."

Comments of Aginian and Fisher came during the Suburban Newspaper Association's June 4-7 convention in Washington, D.C., at which Aginian was elected SNA president and Fisher was elected treasurer for 1985-86.

Other officers elected at the convention were First Vice President William Canino of Sentinel Publishing Co., East Brunswick, N.J.; Second Vice President Stephen F. Rose of Sun Publications, Overland Park, Kan.; and Secretary Hank Crockett of the Camarillo (Calif.) Daily News.

The convention itself was noteworthy for the number of speakers who described the extent of suburbans' rising competitive challenges.

Aginian (left) talks with H. Harrison Cochran of Sentinel Publishing Co., Denver.

For example, the suburban publishing executives heard Frank H. Shepherd, director of operations, city newspapers of Scripps Howard, say that while "you suburban publishers here today have been kicking us in the shins for years," that is going to stop.

"I'm here to tell you today we've come a long way, baby," Shepherd said. His and other metropolitan newspapers now are offering zoned editions as well as total-market and selective-market-coverage products.

"Those who produce a superior editorial product delivered effectively will be the most successful," Shepard added.

In another presentation, Advo President William W. McConnell said his company has more than 800 salespeople in 200 markets, competing with suburban and other newspapers for preprinted-advertising business.

Talk at the convention also included postal issues, and McConnell outlined his company's objection to daily newspapers' using second-class rates for delivery to non-subscribers. Advo has filed a complaint with the Postal Rate Commission.

SNA has not taken a position on the Advo complaint. But Aginian said the topic will be placed on the association's agenda for consideration.

Despite the absence of a formal position, many SNA members clearly oppose the "second-class TMC" practice. Aginian said he believes it is "an abuse of the system," and Fisher said "I don't think they'll allow that to go on much longer."

As a Chicago-based trade association, SNA represents a significant chunk of the suburban newspaper field. Its membership includes 193 publishing companies with more than 1,000 publications and 13 million circulation. About 70 percent of the member papers are free-circulation or have a "voluntary pay" system, said Executive Director James E. Elsener.

Aginian said as president he wants to re-examine SNA goals. "If one thing is certain," he said, "it is that [the market] is changing." Suburban publishers must ask themselves, "Are we going in the right direction?"

Above all, Aginian said, suburban newspapers must "guard against losing ground" as metropolitan newspapers did 15 or 20 years ago by not serving the growing suburbs well enough.

Is that happening now to the suburban press?

"No," he said, "I hope not."

—C. David Rambo

Canada loosens rules on cross-ownership

The Canadian government has lifted restrictions on the ownership of broadcasting outlets by newspaper companies.

In 1982, the then-ruling Liberal government directed the Canadian Radio-television and Telecommunications Commission to deny new broadcasting licenses or license renewals to applicants owning daily newspapers in the same market area unless the license would be in the public interest.

The commission subsequently approved the continuation of media cross-ownership situations in four instances [presstime, Oct. 1983, p. 23].

John E. Foy, president of the Canadian Daily Newspaper Publishers Association, said the Conservative government's new directive removes from newspapers the burden of having to prove each time a broadcast license comes up for renewal that the public interest would be served by continuing it.

In deciding license applications, the CRTC will still be able to consider cross-media ownership as one factor. ☐

National Newspaper Week Sept. 15-21

National Newspaper Week will be observed Sept. 15-21 with the theme "Freedom Of The Press Is Everybody's Freedom."

This year's observance, sponsored by Newspaper Association Managers Inc., will be a month earlier than usual in order to coincide with the 100th anniversary convention of the National Newspaper Association Sept. 18-21 in Minneapolis.

NATIONAL NEWSPAPER WEEK September 15-21 1985

Freedom of the Press Is Everybody's Freedom

International Newspaper Carrier Day, sponsored by International Circulation Managers Association, again will be celebrated during National Newspaper Week. The theme of the Sept. 21 observance is "Every Success Story Has A Beginning."

Newspaper Week press kits will be available for purchase in early August from the Ohio Newspaper Association, 145 E. Rich St., Columbus, Ohio 43215. The single-copy cost is $2.

Promotional material for Carrier Day is available from Berkley-Small Inc., P.O. Box 91460, Mobile, Ala. 36691, and Hickey-Mitchell Insurance Co., 4242 Lindell Blvd., St. Louis, Mo. 63108. ☐

Next minority fellowships deadline July 29

July 29 is the deadline for applications for 12 ANPA Minority Fellowships for the fall and winter of 1985.

The fellowships, covering tuition, travel, hotel accommodations and meals to newspaper-industry seminars, are designed to increase the opportunities for minorities' career advancement.

Eligible are minorities who are full-time employees of a newspaper or are journalism educators. Nominations may be made by newspaper executives or journalism school administrators. The Foundation also encourages self-nomination, with the recommendation of a supervisor.

To apply, contact Nancy Osborn of ANPA Foundation at The Newspaper Center in Reston, Va. ☐

UPI requests wage concessions, reports high profit for month

Officials of United Press International and the Wire Service Guild in late June were negotiating over a UPI proposal to freeze wages and temporarily cut some benefits.

If the parties are unable to come to terms, the issue will go before the U.S. Bankruptcy Court where UPI has filed for Chapter 11 protection.

Also, the wire service in late June said it had eight possible buyers of the financially troubled company. One firm that continued to be interested in a possible purchase was Reuters, UPI officials said.

Under the wage-freeze proposal, salaries would remain at early-June levels until January 1986, when they would increase 5 percent. A new labor contract would be negotiated in April 1986, when the current one expires.

Wages had been scheduled to increase on July 1 to 95 percent of levels that existed before a salary-reduction plan took effect last September.

About 200 UPI employees, unhappy with the latest wage-freeze request, June 13 staged an informational picket at a dozen of the service's U.S. locations. Workers protested not only the salary situation but also a proposal that pension fund contributions be suspended until the contract renegotiation. UPI has not contributed to the fund since last September.

UPI said the wage concessions were needed in its turnaround effort despite a $378,000 operating profit posted in the first month under Chapter 11 bankruptcy. The company said the period from April 29 to May 31 was its best monthly performance in more than 20 years. ☐

Ad group to meet

The Future of Advertising Committee of the Newspaper Advertising Bureau will begin deliberations this month.

The eight-member steering committee announced at the ANPA Convention in May will meet in Chicago July 17-18 to establish priorities. These are expected to be based on lists of objectives submitted by members over the past month [presstime, June 1985, p. 50].

Committee Chairman Harold W. Andersen, president of the Omaha World-Herald Co., said the group will organize task forces for specific projects.

The committee, made up of representatives of newspapers around the country, was formed to examine ways to increase newspapers' share of advertising. ☐

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ANPA Calendar

JULY

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va., July 8-12

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., July 22-26

AUGUST

ANPA/AEJMC Cooperative Committee meeting
Holiday Crowne Plaza Hotel, Memphis, Aug. 3

ANPA Newspaper Color Separation Techniques Seminar
The Newspaper Center, Reston, Va., Aug. 5-9

NIE Methods Instructor Seminar sponsored by ANPA Foundation and the University of San Diego
University of San Diego, Aug. 13-15

ANPA Telecommunications Systems Workshop, "Connections"
Westin O'Hare, Chicago, Aug. 15-16

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Aug. 19-23

Libel Trial Symposium sponsored by ANPA, the National Association of Broadcasters and the Libel Defense Resource Center
Hyatt Regency O'Hare, Chicago, Aug. 22-23

ANPA Executive Committee meeting
The Forum, Fargo, N.D., Aug. 27

SEPTEMBER

ANPA Technical Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Operations Management Conference & Exposition Arrangements Committee meeting
The Newspaper Center, Reston, Va., Sept. 5-6

ANPA Board of Directors meeting
Inn on the Park, Houston, Sept. 10-12

ANPA Management Development Workshop
Georgetown Marbury House, Washington, D.C., Sept. 16-20

ANPA Newspaper Quality Seminar
The Newspaper Center, Reston, Va. Sept. 16-20

ANPA Foundation NIE Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 19-20

ANPA Human Resources Committee meeting
Capital Hilton, Washington, D.C., Sept. 26

ANPA Government Affairs Committee meeting
Capital Hilton, Washington, D.C., Sept. 26-27

ANPA Industry Affairs Committee meeting
The Newspaper Center, Reston, Va., Sept. 30-Oct. 1

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va., Sept. 30-Oct. 4

OCTOBER

Labor Relations Seminar sponsored by ANPA, the Industrial Relations Bureau and Pacific Northwest Newspaper Association
Doubletree Hotel, Monterey, Calif., Oct. 7-9

ANPA Postal Committee meeting
Capital Hilton, Washington, D.C., Oct. 8-9

Newsprint Seminar sponsored by ANPA and the Canadian Pulp and Paper Association Technical Section
Hyatt Regency O'Hare, Chicago, Oct. 10-11

ANPA Leadership in the Newsroom Workshop sponsored by ANPA, ASNE and APME
Washington Marriott, Washington, D.C., Oct. 14-16

NIE Instructor Training Seminar
Airlie House, Warrenton, Va., Oct. 14-17

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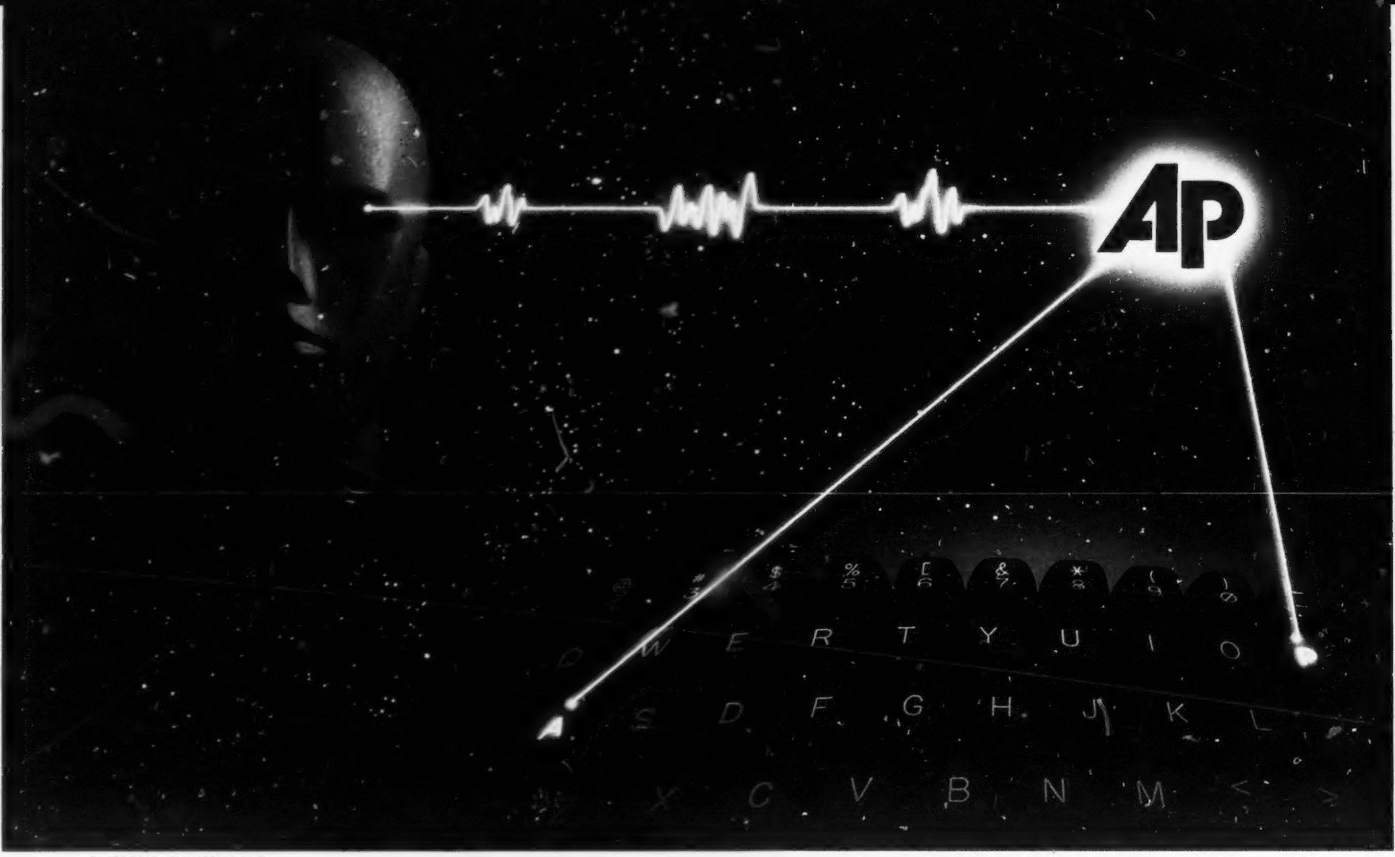

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—John Galsworthy, English author, 1867-1933

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